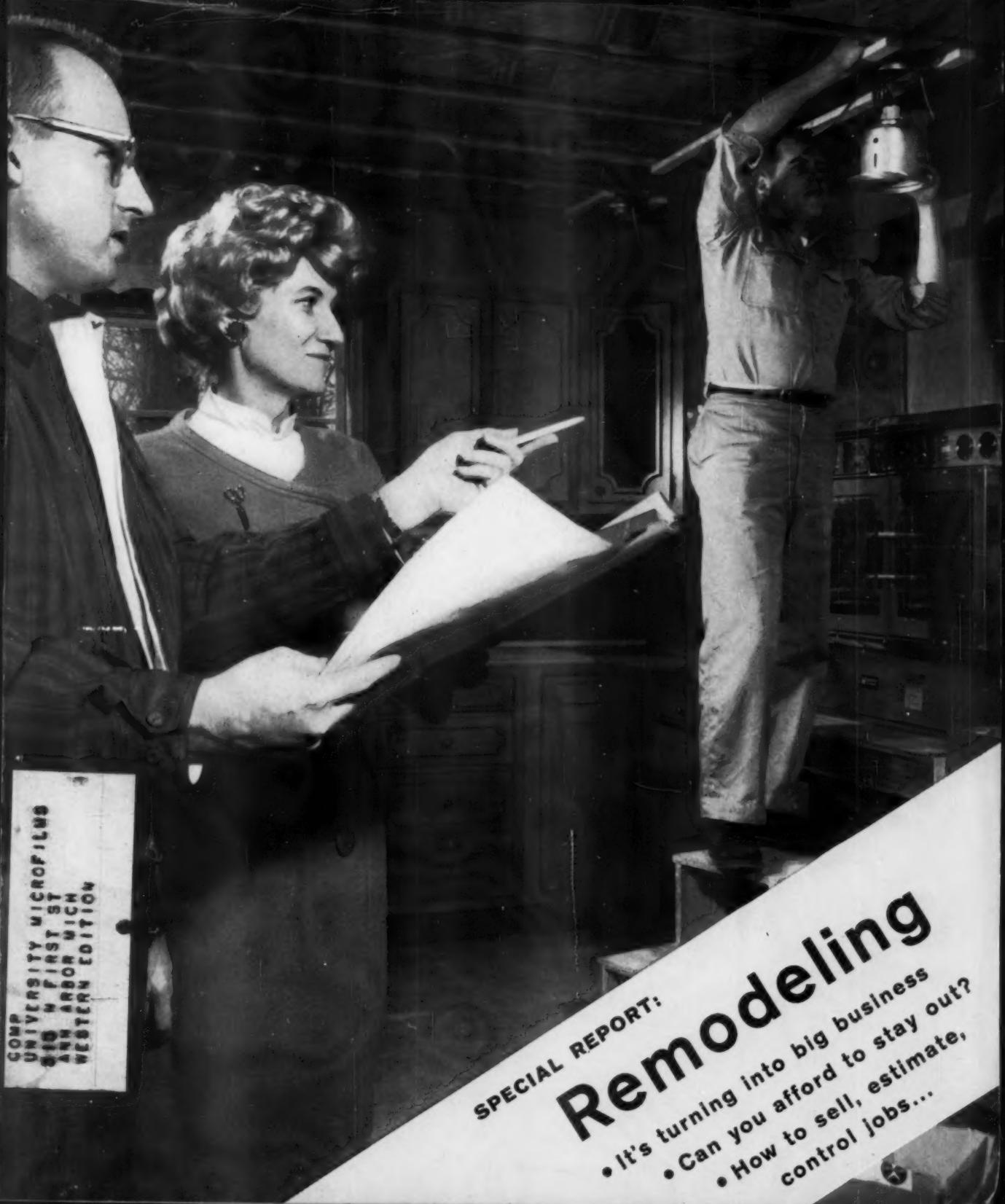


# American Builder

July  
1961



SPECIAL REPORT:

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- Can you afford to stay out?
- How to sell, estimate, control jobs...

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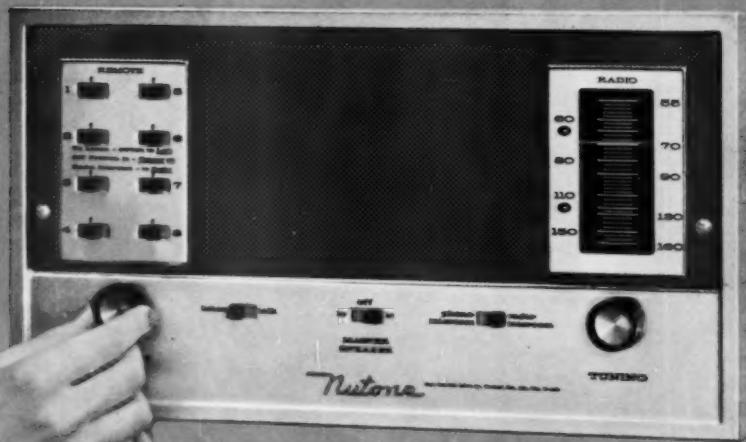
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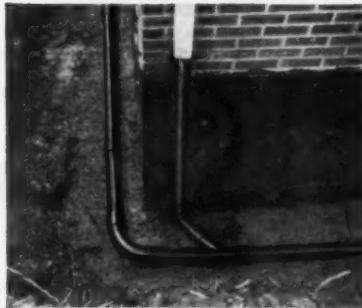
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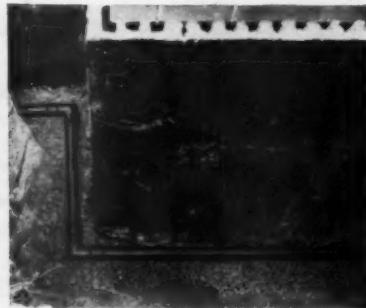


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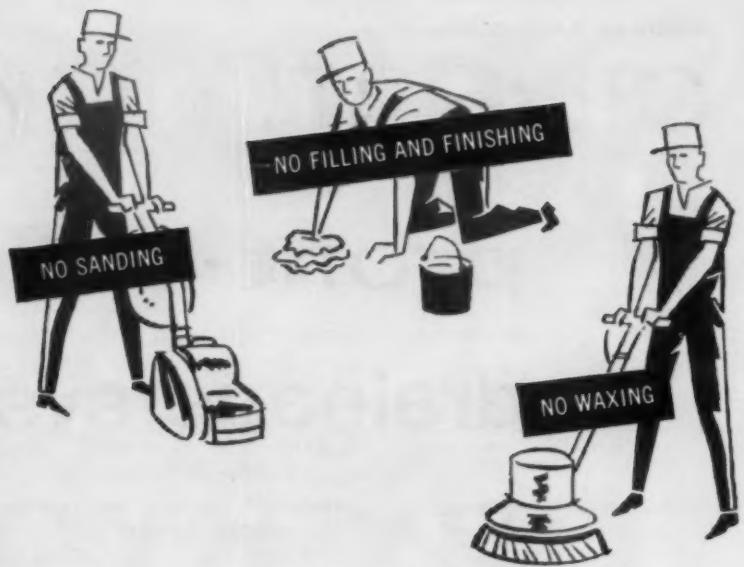
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## This business of remodeling

The pros are taking over in remodeling. In the last few years—practically overnight for the industry—remodeling has developed from a craft into a part-time business, from a part-time business into a full-fledged big business. Where many builders used to shun remodeling, they now concentrate their best efforts in this area.

They do so for two good reasons: remodeling is not subject to the wide, erratic swings of the new house market and a business-like approach yields the remodeler fat profit margins.

This trend to remodeling shows up all over the map, and we're no exception. As homebuilding activity decreased in 1960, builder subscribers to AMERICAN BUILDER heeded the reports of our editors. They went "where the money is"—remodeling, non-residential remodeling, and non-residential new construction.

From continuing surveys conducted by our research department, we know that two out of every three of our readers are active in home modernization. Out of 5,695 respondents last year, 34.3 percent were active in non-residential remodeling. In addition, 90 percent of those who answered were builders in the 1-4 and 5-10 house per year category.

No figures, of course, are available for 1961 yet. But in light of the snowballing trend, you can safely add a few percentage points here to get a better insight into tomorrow's remodeling picture.

Surveys on a national scale confirm the builder's own experience on a local level: the potential, the need, the demand for remodeling is there. Everything, however, is not coming up roses.

Some builders come across new and bigger headaches in remodeling; others find the field highly rewarding. Why the gap between profit and headache?

We believe it lies in the lack of imagination and business sense of some builders. Our editors agree that the successful remodeler must often be more of a builder than most builders. He must combine building skill with an acute business sense. He must break down costs to a fine degree. He must be well managed. And since prospects can often make do with what they have, he must also be a good salesman.

A short cut to becoming a better business man in remodeling will be available to you this summer for a modest \$500. Richheimer Modernizing Systems Inc. is taking its remodeling school on the road. Management courses lasting 5½ days will be held in Omaha July 10-15 and Los Angeles August 14-19. Don't neglect this opportunity to take the "guesstimates" out of your remodeling work.

Meanwhile, in this issue, our editors report on how some builders bridged the gap between headache and profit in kitchens, carports, and schools, among other facets of remodeling.

Bayne A. Sparks  
Publisher

*Looking for an all-weather trouble shooter?*

# URETHANE FOAM

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REALLY  
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For a real inside job of home insulation, here's a new method that defies all the old challenges of time, cost, handling problems, weatherability and aging. It's urethane foam, sprayed in place to cut hours off installation time, dollars off material cost, and provide superior insulating value in the bargain.

Here's how it works: Liquid urethane chemicals are sprayed onto the inner siding before the interior walls go up. Within seconds, the chemicals foam to 30 times their original volume, forcing the cellular material into every nook and void, resulting in a securely bonded, tack-free thermal and moisture barrier within 30 minutes.

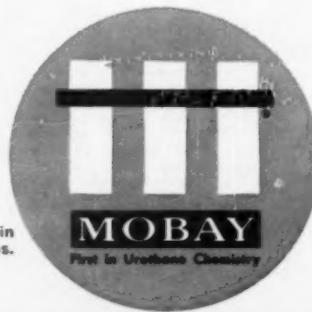
With sprayed urethane foam, the walls and ceiling area of a 10' x 10' room can be insulated in less than six minutes; a six-room house completed in 5½ hours.

This is the same urethane foam now being used to insulate refrigerated vans, railroad cars, home refrigerators and freezers because of its low (0.15 @ 75°F) K factor, resistance to moisture, mildew, shrinkage and rotting, plus its self-extinguishing properties when exposed to flame.

For further documented case history data to see how urethane foam is being used to improve performance and cut costs in your field, write now to Mobay Chemical Co., Code AB-1, Pittsburgh 5, Pa.



Mobay is the leading supplier of quality chemicals used in the manufacture of both polyether and polyester urethane foams.



# Nobody covers American Building like **American Builder**

◀— PLANNING —▶ **BUYING** **BUILDING** **SELLING** ▶

July 1961

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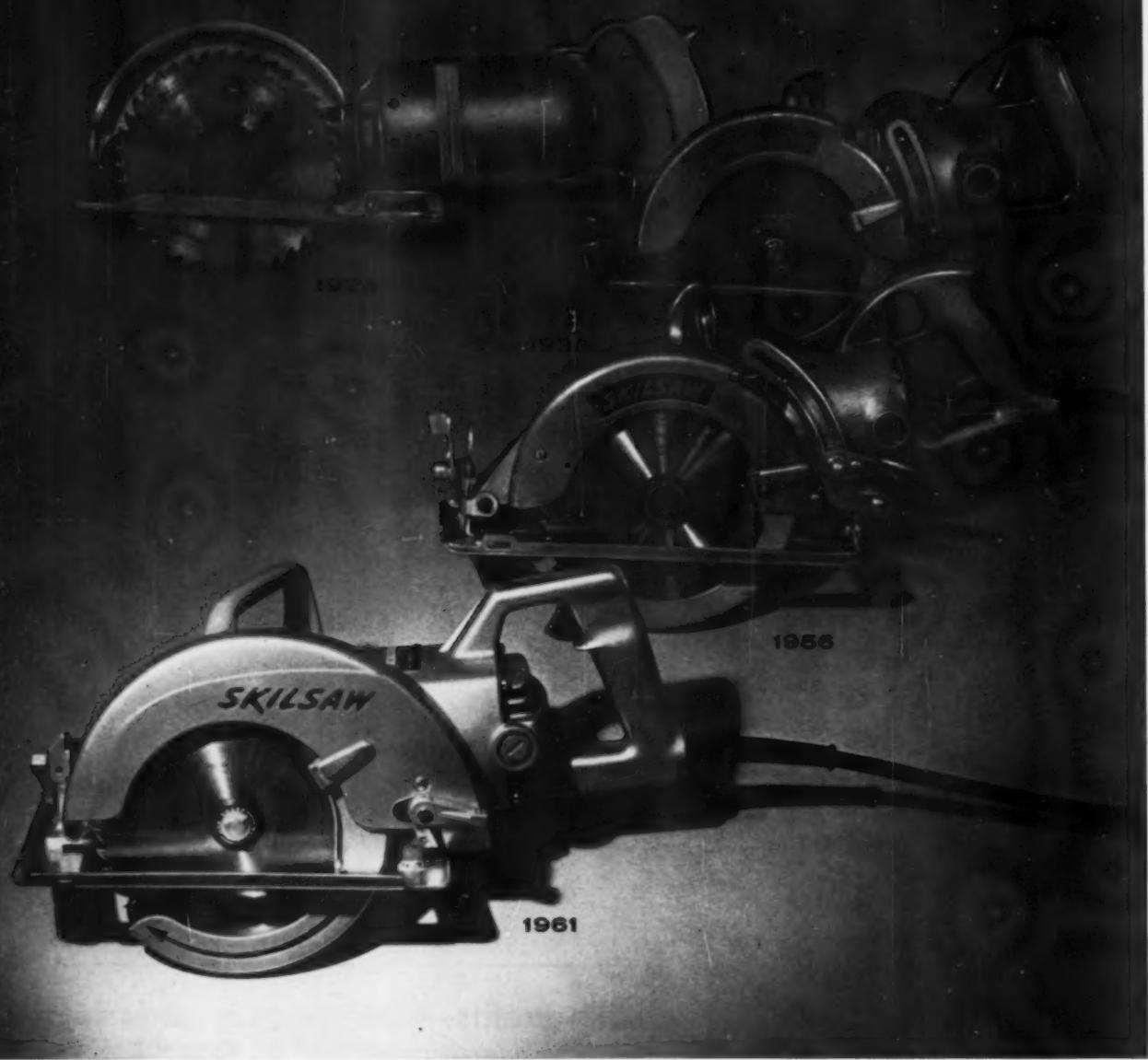
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**COVER:** Builder Dave Hay of Des Moines finds through referrals, home show displays, radio spots that he makes a whole career in kitchen remodeling. Here, he checks plans with housewife before completing job ... 99



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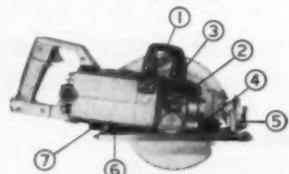
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# WHAT'S NEW

*and what to do about it*

## Chances for Kennedy housing bill still good

At press time AMERICAN BUILDER'S Washington editor reports Kennedy will get his housing bill. Senate approval required only minor changes such as reducing the term on the \$10,000 home improvement loan from 25 to 20 years and a moderate down payment in low-cost houses with 40-year mortgages.

## The money situation keeps improving

Despite warnings from the money lenders that interest rates are bottoming out, many industry observers foresee even cheaper money before year's end thanks to government pressure. The administration has taken three recent steps: (1) FHA has lowered its insurable loan rate to 5 1/4%; (2) FNMA which deals in government-insured loans in the resale market has raised purchase prices; (3) the Federal Home Loan Bank Board bearing down on federally-insured S&L associations to cut conventional loan rates.

## 1961 termed a wonderful year—1962 a banner year

"These things (lower interest, longer mortgages etc.) are going to give us a wonderful year in 1961. The industry will build about 1,375,000 units this year. But 1962 is going to be a banner year—maybe the best we've had. I predict the housing industry will make 1,600,000 starts in 1962." So said NAHB past-president Carl Mitnick, who forecast the 1960 downturn, to a plywood manufacturers meeting.

## Is a new apartment house boom in the making?

Internationally-known city planner Victor Gruen, AIA, recently predicted that 30% of the housing units built in the 60's would be multiple-family type. Latest reports from several cities give strength to the forecast. Examples: In Cleveland apartment building now accounts for 40% of volume compared with 15% a year ago; in Chicago, 50% of new housing is in apartments. And, coast-to-coast apartment builder Samuel Grad says West-Coasters are changing their attitudes on apartments—now starting to accept them for permanent housing instead of temporary.

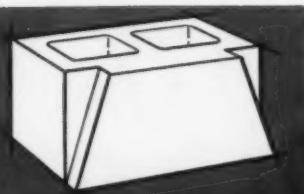
**There's big opportunity in apartments. But before you jump in, make sure you know exactly what you are doing and why. Have answers for every question. Who lives in apartments, where should I build, should I manage them? These are just a few.**



## Custom builders launch new national organization

To solve special problems faced by the custom builder, five men have formed the Custom Builders Council. First areas of concern for the self-help group will be improvement of house design and giving buyers more for their money. These goals will be accomplished by exchange of information and critical analysis of one another's operations. Membership is limited but still open to non-competitive custom builders. Founders are (l. to r.) Pres. Bernard Young, Scottsdale, Ariz.; M. L. McCracken, South Bend, Ind.; Clarin Howe, Peoria, Ill.; Charles Wills, Lynfield, Mass.; Thom McGovern, San Antonio.

► Great new things  
are shaping up in concrete block



"Shadowal" is available from local block producers. Photo courtesy of National Concrete Masonry Association.

## Atlas Masonry Cement provides the right mortar

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# WHAT'S NEW

*and what to do about it*

## **More pressure on building codes**

A group known as the Advisory Council on Building Codes has been formed under the sponsorship of the U.S. Chamber of Commerce. Purpose of the council will be to outline steps for enacting and administering better codes, plus providing information to the public. Membership in the council consists primarily of trade association officials. The council is headed by William Kirkland of American Iron and Steel Institute.

## **Will homebuilding face a labor shortage?**

Although the problem is not acute yet, more and more builders are expressing concern about the fall-off in apprentice applications and the rate of completions in training programs. For instance, the Building Trades Employers Association of Westchester & Putnam Counties in New York, reports that its apprentice program has not had one carpenter applicant this year—and “we used to have 900 to 1,000 young men enrolled (in all trades), but today we have only 400—130 fewer than in 1960.”

**Smart builders see two possible solutions.** First, join with other builders to work with union groups in promoting apprentice training. Others advocate adopting new building techniques which use factory precision to replace on-site labor.

## **Projects planned around golf courses becoming par for nation**

Of the nearly 200 golf courses to be opened in 1961, one fourth will be surrounded by developments. In the San Francisco area alone, 10 courses are planned or under construction. And the development-golf course concept has spread to such places as Norwich, Conn., Columbus, Ohio, Kansas City and Denver. Robert Trent Jones, well-known golf course architect, feels that people, more and more, are limiting themselves as to the distances they will travel for recreation. His solution: the “country club estate,” large residential sites rimming the links with smaller ones behind.

**This should be considered in your project planning. Get the facts by writing News Service, Urban Land Institute, Ring Building, 1200 18th St., N. W., Wash. 6, D. C. Ask for Vol. 20, No. 4.**

## **Management and marketing: Keys to survival in the 60's**

Profit margins will get tighter and the high rate of failures will continue during the 60s, according to financial expert Sidney Lochan of James Talcott, Inc. But, he added, “from now on the race will not necessarily go to the swift, but to the well-managed company which develops a total marketing philosophy”—one which recognizes design, production and ad-

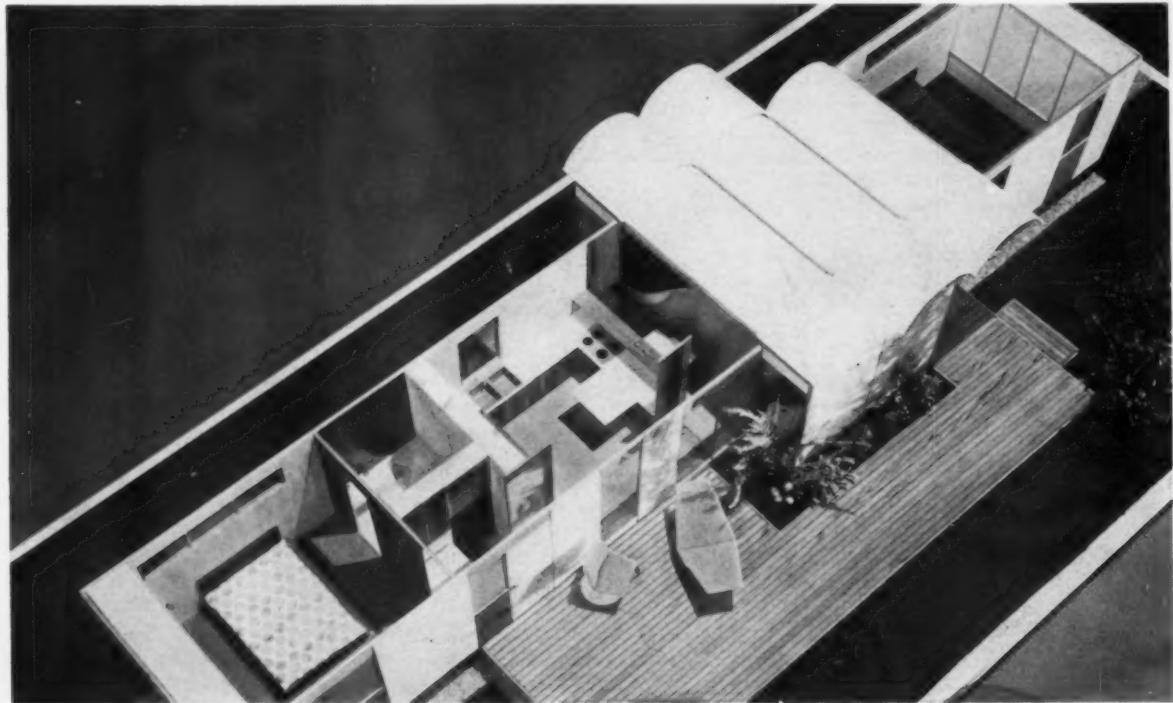
**To compete successfully in a tough market, builders must become better businessmen. If you don't know where to start, read the new book “Management and Financial Controls for Homebuilders” published by Indiana University's Bureau of Business Research, Bloomington, Ind. (\$2.50).**

## **What's the hottest market for small builders today?**

Many are starting to say it's retirement houses. Here's one typical experience: Small builder C. E. Klock of Tigard, Oregon, opened a \$12,850 model (without land) and counted 17 downpayments and two cash sales on the first weekend. And, as pointed out in the June 1961 issue of **AMERICAN BUILDER**, the market exists everywhere.

**Want to learn more about this market? Try the new “Builder's Guide to the Retirement Home Market” just completed by the Douglas Fir Plywood Association, Tacoma 2, Wash. The book based on builder case histories and other research covers every facet from buyer preferences to financing and construction. Price 50¢.**

# TOMORROW'S HOUSE



ADVANCED MOBILE HOME has everything a buyer could want—even an entryway. Bedrooms, baths are at either end.

## Mobile homes rolling in?

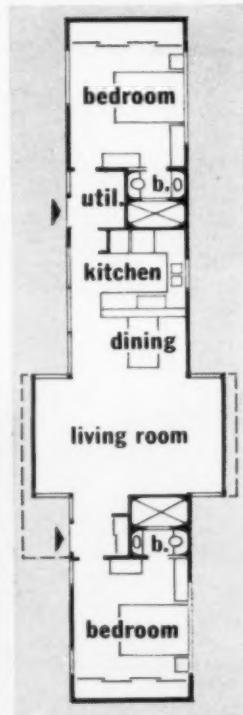
Will the market for low-priced houses be dominated by mobile homes? Some experts think so. Reason: mobile home manufacturers, besides enjoying the cost advantages of factory production, operate free of code, land and labor restrictions. Thus, they can offer a roomy, fully equipped and furnished home for an average of \$5,000.

Kaiser Aluminum recently came up with a new concept in mobile home design which

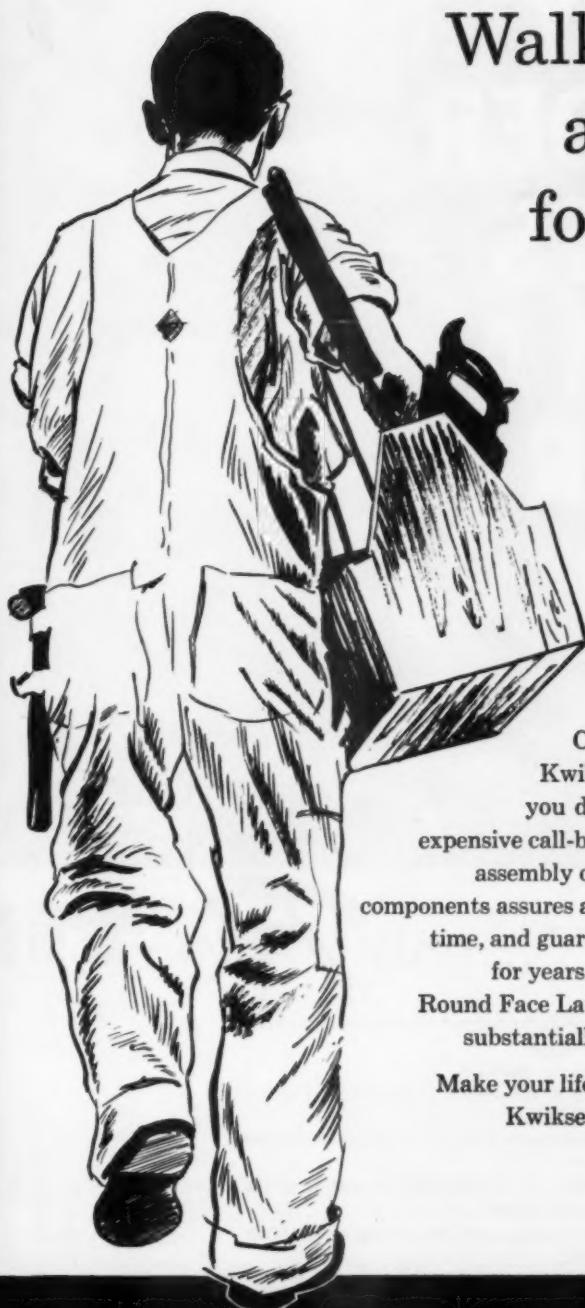
is keyed to the growing popularity of "trailers" as semipermanent homes. (Average mobile home moves only once in 2.2 years.) This concept—named Alumobility—was applied to the model shown here—a 57' long structure with two bedrooms, two baths and a living room that expands after installation on a site. In addition, large glass areas, plus a wood patio, adapt the home to indoor-outdoor living.



SCALE MODEL of aluminum sheathed "trailer" looks like a modern permanent dwelling.



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# CHANGE

## The plastic house—how soon?

**The plastics industry is shooting for 20% of the building materials market by 1970. But unless it puts standards before competition, it may well miss its intended target**

**P**lastics manufacturers are taking dead-aim at the building industry.

At the Ninth National Plastics Exposition at New York's Coliseum in June, everything from the kitchen sink to the bathroom shower was displayed in plastic.

And to bring the story of plastics to the rest of the nation, a traveling exhibit, called "Plastics—A New Dimension in Building," is about to take to the road for 30 months.

So impressive is the coming barrage of plastic materials that one manufacturer predicted last month that by 1970 plastics will account for 20% of the materials being used in home construction. Today plastics receive a scant 1% of the money spent for construction and remodeling in this country.

### Shooting for new vistas in design

Plastics manufacturers are not just shooting for the market now controlled by the classic materials. They are training their sights on new vistas in design, such as hyperbolic paraboloid (saddle-shaped) shells and flexible interior walls that shift with the requirements of home owners.

To demonstrate the unlimited potential of plastics in home construction, many manufacturers have constructed houses with a maximum amount of plastic.

Monsanto Chemical Co., for one, described its efforts in this direction at the convention of the Society of the Plastics Industry, which was held in New York along with the plastics exposition.

W. Allen Cleneay, an architect, described 22 plastics applications at his company's "Palace of Plastics," located in Creve Coeur, St. Louis. The structure sports an exterior constructed of nearly 80% plastic.

### Missing the shot that counts

In taking dead-aim at the building industry the plastic manufacturers seem, however, to

be missing one shot that may force them into a delaying action many years in duration.

They are not providing enough information about their products to satisfy the demand for factual data.

This oversight has its most telling effect on building officials.

Speaking to the SPI last month, Paul E. Baseler, executive secretary of the Building Officials Conference of America, asserted that "the manufacturers of plastics are notoriously consistent in their lack of supplying BOCA with information."

And without such information building officials are hampered in their attempts to approve new products. The result is a new product bottleneck.

Why are the plastic manufacturers so sluggish about providing factual material about their products?

### Competition without standards

Baseler apparently put his finger on the reason when he said, "The trouble seems to be that the plastics industry is going about the introduction of its products in the wrong way.

"Each manufacturer is trying to introduce his product independently and in a manner to gain advantage over his competitors."

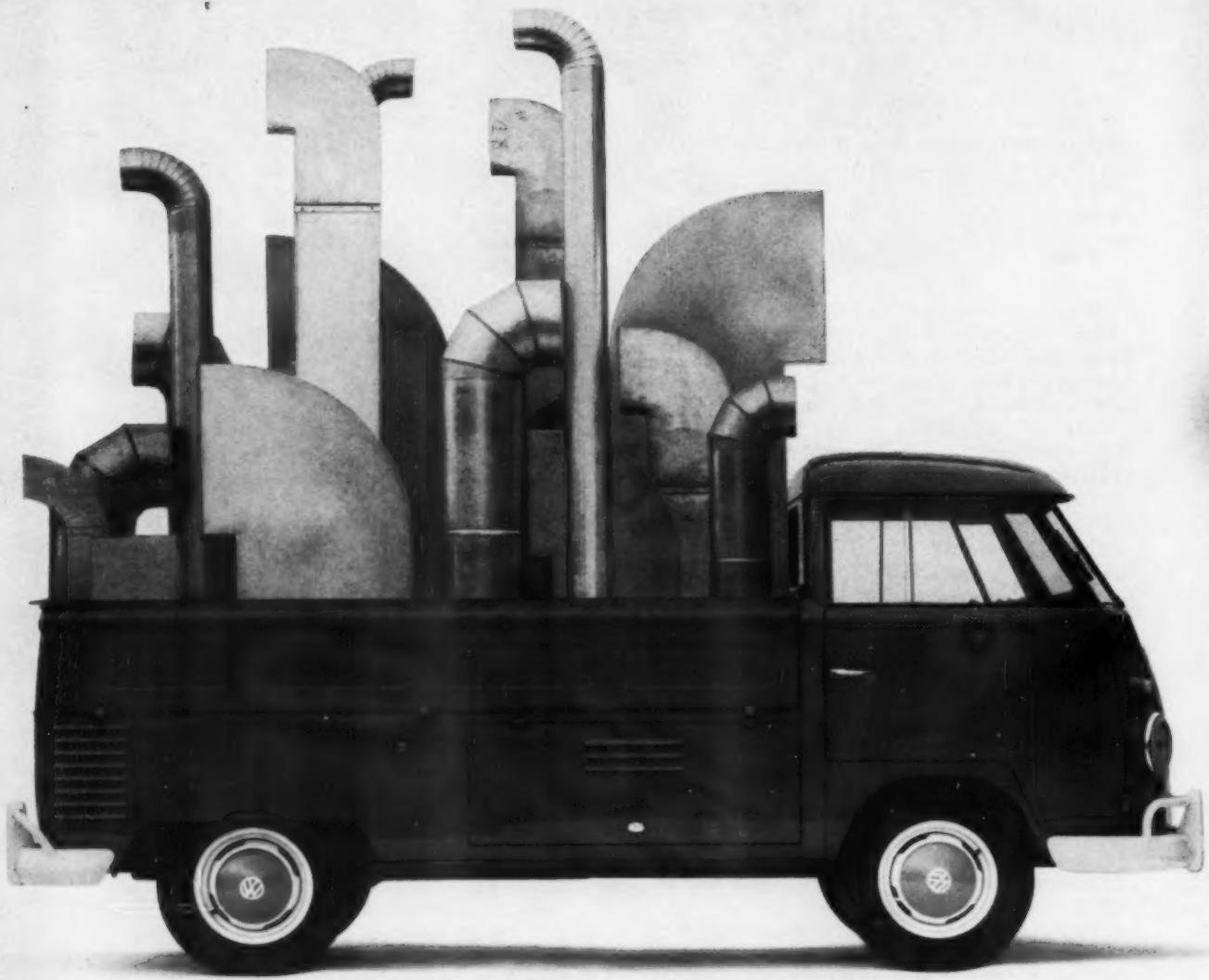
"What the plastics industry desperately needs," Baseler said, "are standards for its major building products—panels, sheets, extrusions, etc."

"In the absence of such standards," he said, "we are obliged to evaluate each separate product of each individual manufacturer—a procedure that is most undesirable to you and most unsatisfactory to us."

A builder speaking at the SPI convention seconded Baseler's call for standards. George P. Dorrance, of the Turner Construction Company, said that "much can be done by standardizing the method of reporting factual data on materials for use in building construction."

He told of the progress of the Plastics Study Group of the Building Research Institute in developing a standard format for reporting information. But the next—and vital—step is to get the format accepted.

"Our crying need now," he said, "is for sponsorship of the format."



©1961 VOLKSWAGEN OF AMERICA, INC. \*SUGGESTED RETAIL PRICE; †SUGGESTED RETAIL PRICE, EAST COAST P.O.E.; \$2,015 WEST COAST.

## When does it say "Uncle"?

Our truck? Never!  
(Well, hardly ever.)

It's funny: a Volkswagen is 3 feet shorter than a half-ton, but you can fit more stuff into it than any half-ton made.

A few extra duct sections? Fine. Our bed is 8½ feet long, 2½ feet more than a half-ton's. (And it's completely flat. No wheel well.)

A few more motors? An extra com-

pressor? Go ahead. Our capacity is 1,764 lbs. Only 240 less than a full ton.

Even loading a VW is different. You get 3 tailgates. Our sides come down just like the rear. You load it like a flat-bed.

You also get a weather-tight compartment for locking up tools at night. And if it rains, there's a tarp and hoops. This is extra. \$85.\* (The truck itself is only \$1,895.†)

Consumers Supply in Dallas has 4 VWs. (Their only change was a rack to carry pipe past the top of the cab.)

Consumers Supply gets 31 miles a gallon. Almost all VWs get over 20. Our average is 24.

How about your truck? Does it carry everything a Volkswagen does?

Or go as far on a gallon?



# OPINION

## HI-PO: new drive to boost house sales

**O**ne of the most important efforts ever made by the organized home building industry to improve its markets on a nationwide basis." This is HI-PO—short for Housing Industry Promotional Operation—in the words of Jim Burke, Jr., president of the National Association of Home Builders.

HI-PO represents a joint industry effort between the NAHB and 65 leading manufacturers to expand the market for new homes. Its supporters regard it as the first concentrated drive upon the 50 million families who are not buying houses and who need to be persuaded that they need and can buy new and better housing.

### Seek bigger share of consumer dollar

"Increasing competition from other industries forces us to act vigorously to get our share of the consumer dollar," Burke says.

A Program Guide to HI-PO summarizes a 380-page research report based on a national survey of the residential market. "The basic research is completed," Burke says, "and is embodied in this Program Guide."

Two prime objectives of the industry-wide promotion are reviewed:

1. How to increase new home sales annually to reach 250,000 per year over and above normal expectancy by 1970. (See chart below)
2. How to make more consumers want to buy new homes *before* they use their spending potential for other products or purposes.

Even improving the current economic situation, HI-PO points out, will not solve the housing industry's basic problem: its need for a greater share of the consumer dollar.

In the last 50 years, the percentage of the consumer dollar spent for housing has dropped

40 percent. It's gone from 20 percent to 12 percent—a very significant drop.

### Industry competes with new appeals

In large part, this situation stems from the public's growing interest in travel, vacations and boating, among other new appeals. These consumer interests siphon off money that might otherwise be spent on housing.

HI-PO decided that if their strategy to offset this trend is to be successful, it must be based on accurate knowledge about who makes up the residential market and why people behave the way they do.

So in May of 1960, a national survey of the U.S. residential market was undertaken. Market analysts, psychologists and statisticians pooled their resources to prepare a research program that would provide an accurate picture of the market for HI-PO.

**How extensive is the survey?** The survey covered only the one group that traditionally has made up the largest home buying segment of the public: the urban white household.

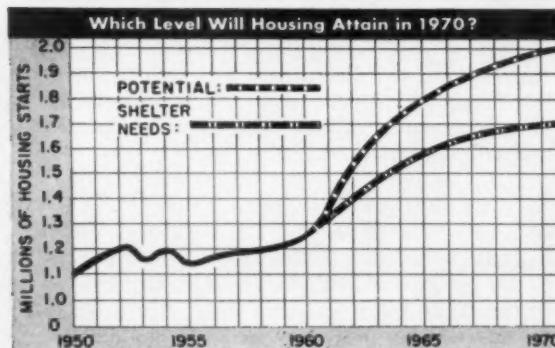
**How accurate are the findings?** As proof of its accuracy, HI-PO points to the closeness with which some of the survey findings match data developed by the Census Bureau.

**What is the value of the information presented in the Program Guide?** HI-PO believes its survey findings will help the whole spectrum of business people in the industry to function more effectively.

Close study of the traits of customer groups will help the builder decide what types and prices of houses to sell. Manufacturers will find awareness of the motivational patterns of the market useful in planning ahead.

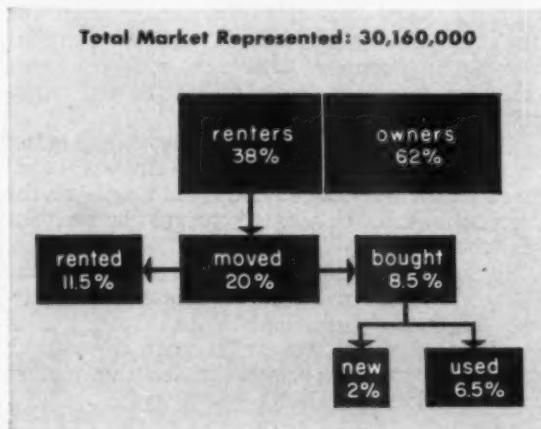
For salesmen, it offers an insight into the compromises people make in the selection of a house. Builders' advertising and promotion can use the data as a guide in developing themes that appeal to the public.

**Where can the Program Guide be obtained?** This 40-page book can be purchased for \$1 by writing to Malcolm Burrows, National Housing Center, 1625 "L" St., N.W., Washington, D.C. A condensed version of the survey's more relevant findings appears on the next page ... ▶



## HI-PO: who buys houses today?

**Dimensions and characteristics of the market:** Based on HI-PO's findings, the diagram below reflects the residential behaviour of U.S. households in 1960. It shows home ownership vs. rental; movement into buying and renting; and the purchase of new vs. used houses.



**Stay or go:** If the housing industry could get more families to move, there would be an automatic increase in the sale of new homes, and the products that go with them.

**Buy or rent:** If more families could be persuaded to become owners, there would be proportionately more new house sales. Since 1953, about 53 percent of the houses have been bought by renters, against 37 percent by previous owners.

**New or used:** Concentration on the sale of new houses only will improve the profit picture for some builders, HI-PO believes.

**Who are the movers?** In general, older people move less, and low income families move more frequently. But as the income of these families increase, their tendency to move decreases, up to the \$12,500 level. Above this level, an increased willingness to move manifests itself.

Mobility also increases with the number of persons in the household. Lack of space can be an underlying factor, but it may take a job change to actually get the family moving.

**Why don't people move?** More than one-third of the families interviewed felt that a family should settle down in one place for a long time. These people resist change because they think

a family needs time to establish roots.

**Who are the buyers?** Since 1953, most of the home buying has been done by young families in the lower and middle income brackets. More than half of all houses sold went to buyers under 40. Nearly two-thirds went to families with incomes of \$7,000 and under.

**Where do buyers come from?** The builder's best customer has been the family to whom home ownership is a new experience. Combining previous renters with newly formed households (10 percent), nearly two-thirds of the houses sold in the post-Korean period went to families who had never owned a house before.

**What do they buy?** Among families buying *older* houses, there is a higher percentage of previous owners (38 percent) than among *new* house buyers (32 percent). While only 8 percent of used houses are bought by newly married couples, they account for almost 20 percent of all new house purchases since 1953.

**Why do they buy?** Three basic attitudes are involved: the "investment" idea of ownership vs. the "waste" of renting, the desire to own and accept responsibilities, and the belief that they can meet the financial obligations.

**Who are the new house buyers?** Most come from rented house and apartments. Only one in three is a previous home owner, and nearly 20 percent are newly-formed families.

More than 75 percent of all new houses sold since 1953 went to buyers in the \$7,000-and-under income bracket. The majority also fell in the "40 and under" age category.

**Why do these people prefer new houses?** Because they're easier to sell, and maintain and finance. New house buyers are strongly influenced by an over-all preference for "new things," i.e., the cleanliness and lack of remodeling involved. Buyers also attach importance to the opportunity of having a hand in the design and specifications of a new house.

**How do they buy?** In most families, husband and wife look at new houses together. But it is usually the husband who decides which house is to be bought. About 81 percent of new house buyers take more than a month to decide, compared to 61 percent of buyers of used homes.



"Telephone planning helps me sell houses," says Sam Batistich. "People are looking for extra conveniences—and this is a good one. It gives my salesmen an important talking point. Everybody likes it."



Your local Bell Telephone Business Office will gladly help you telephone-plan your homes. For details on home telephone installations, see Sweet's Light Construction File, 11c/Be. For commercial installations, see Sweet's Architectural File, 34a/Be.

## "Modern ideas? One of the best I know is concealed telephone wiring—in every house"

**SAYS SAM BATISTICH,**

**SAM BATISTICH CONSTRUCTION CO.,  
RIVERSIDE, ILL.**

"We specialize in modern, ranch-type homes. We advertise that our homes have 'the best ideas in modern design.' And our prices range from \$40,000 to \$70,000. This means that our customers expect our homes to have all the latest conveniences. One of the most important—and promotable—of these is concealed telephone wiring.

"People know about telephone planning. And they respond quickly—and favorably—when they see it in Sunny Hills Estates. All of our 238 houses feature concealed telephone wiring. That's the kind of pre-planning my customers appreciate.

"Yes, concealed telephone wiring is a convenience feature that makes sense. I've been putting it in for some time now . . . and I'm convinced it helps me sell houses."

**BELL TELEPHONE SYSTEM**



Completely air conditioned—and telephone planned—the modern, luxurious "Sherwood" is priced at \$53,000.



# Home Improvement: *your opportunity*



Peg-Board built-in accents Royalcote Natura Cherry



The inside-outside wall—Sunline siding



Seadrift—embossed and grooved



Frosted Cherry has that fresh touch

National ads like this are generating remodeling enthusiasm among consumers.

# MASONITE

Masonite, Royalcote, Peg-Board and Seadrift are registered trade-marks of Masonite Corporation—manufacturer of quality panel products for building and industry

# for expansion

Who can doubt the vast growth in home improvement? Even as the market mushrooms, new legislation is giving it a further push. Modernization is practical...it's profitable...it's your big opportunity to expand in the '60's. Make the most of it!

Select from Masonite's full line of hardboard panels; they're perfectly suited to modernization. Little waste, easy application...a panel for any project, any pocketbook.

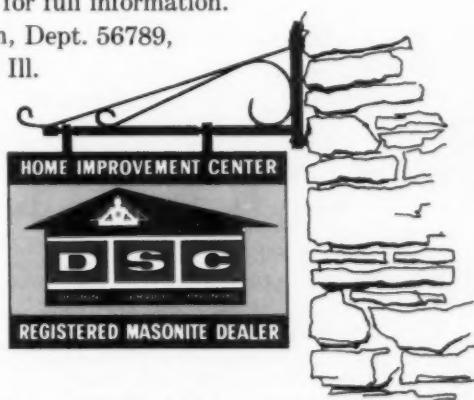
On the inside, choose from a variety of Royalcote wood-grained panels: fully prefinished cherry grains in popular 4' x 8' panels or handy 16" planks with exclusive hidden-nail clip system. Or perhaps you or your customer would prefer the softness of walnut grains—take your pick of four delightful colors. Want a novel wall treatment? Use Seadrift, the embossed and grooved paneling with limitless finishing possibilities.

Outside, too, Masonite sidings bring strength, smoothness; last a lifetime. Selection unlimited: vertical or horizontal treatments in many sizes, textures and patterns.

To make modernization a workable reality, get acquainted with the design and planning facilities of your Masonite Design • Service • Counsel lumber dealer. His complete modernization services and inventory of Masonite hardboards are ready for you to use. See your dealer now—or write for full information.

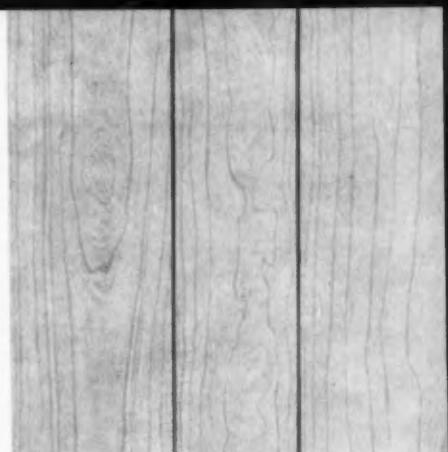
Masonite Corporation, Dept. 56789,  
Box 777, Chicago 90, Ill.

See your local Building Materials Dealer that displays this sign. He'll work with you in development of your Home Improvement business.

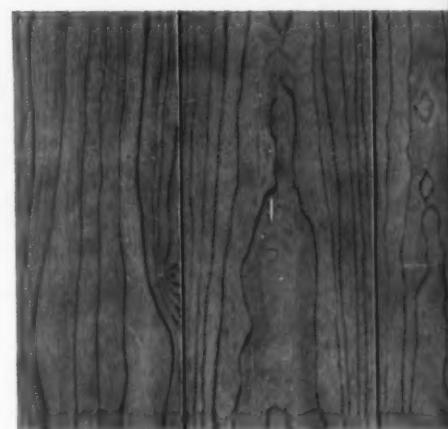


Always look for this trade-mark on the paneling you buy: it says this is genuine Masonite hardboard. It's wood-made-better...made through the exclusive explosion process for unequalled strength, smoothness and uniformity.

shows the way!



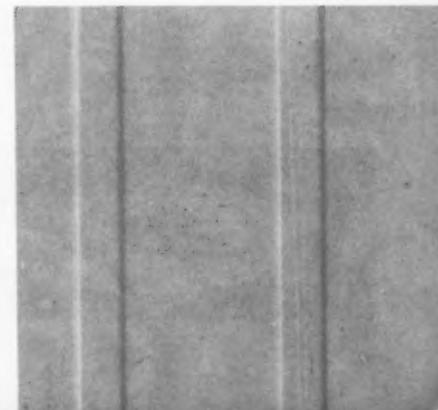
Natura Cherry



Frosted Cherry



Seadrift  
Sunline



# HERE'S PROOF! COOL HOUSES MEAN HOT SALES!



"No other built-in has the impact that air conditioning has had on my sales," reports Arnold Levy, Chicago builder. Mr. Levy also says that more than 50% of sales are from friends and relatives of present homeowners.



Short supply and return air ducts connect the Thermo-Center heating and cooling equipment to trunk ducts which run the length of the house.



In 20 minutes, two men connect cooling unit to furnace through a prefabricated wall sleeve. Equipment costs are reduced...no refrigerant piping to worry about. Factory-designed connection insures proper operation.

Here's dramatic evidence that the Carrier Thermo-Center boosts builders' sales, even in a slow market. If you've been thinking of adding heating-cooling units to your homes, look at the impressive results Arnold H. Levy, builder of Chicago's Castle Homes, obtained with the Carrier Thermo-Center:

- in the past year, sales of Castle Homes were up 20% while Chicago house sales in general were down 30%.
- appraised value of Castle Homes has risen considerably...more than the low cost of the Carrier Thermo-Center.
- banks allow a proportionately higher mortgage.
- builder, as a result, need offer much less secondary financing.

And here's why Carrier Thermo-Center is specified on all Castle Homes:

- no water supply or drain piping.
- no refrigerant lines.

- simplified ductwork and wiring.
- simplified through-the-wall mounting of air conditioner with prefabricated wall sleeve and transition assembly.
- less installation time and labor.
- less than five square feet of valuable floor space.
- fits next to an outside wall, saving more floor space.

Other builders throughout the country report the same results—the Carrier Thermo-Center costs little more than a heating installation... costs less than many other heating-cooling installations... requires minimum servicing... and is a tremendous sales feature.

This is the season when the Carrier Thermo-Center can be an emphatic sales clincher for you. Get the full story today... for your ranch, split-level or multi-story homes. Call your Carrier dealer, listed in the Yellow Pages. Or write Carrier Air Conditioning Company, Syracuse 1, New York.

**Carrier** *Air Conditioning Company*



*An Air Force Base  
Capehart housing project  
with Gerber Plumbing Fixtures*

*Each of the 636 Wurtsmith Air Force Base housing units in Oscoda, Michigan features a complete Gerber bathroom plus powder room—complete with enamelware, vitreous china and brass. Plumbing Contractor: Maintenance Engineers, Inc., Flint, Mich.; Architects: McGaughan & Johnson, Washington, D. C.; General Contractor: J. W. Bateson Co., Dallas, Tex.; Gerber Wholesaler: A & S Supply Co., Flint, Mich.*

## Why Gerber fixtures for the Mighty Middle are a better buy for military or other large scale housing

More and more builders are selecting Gerber Plumbing Fixtures not only for their luxury jobs, but for their moderately priced, multiple housing jobs too. This type of housing forms a major segment of the Mighty Middle mass market for which Gerber fixtures were specifically designed and produced. Full production for this specialized market *only* (Gerber makes no expensive-to-make specialty items for the small market that wants them), results in savings passed on in two ways: (1) deluxe quality, styling and added features usually found on more expensive lines, and (2) moderate prices.

Gerber offers a complete line of basic fixtures priced low enough for moderately priced homes, yet highly desirable for expensive homes, motels, hotels, schools and similar applications as well. Colors offered are petal pink, wedgewood blue, forest green, driftwood tan, daffodil yellow, and cloud gray, or white.

Write for our catalog showing the complete line of Gerber brass, steel, cast iron, and vitreous china. Catalog shows special design features that make installation quick and easy, too, plus "packaged" bathrooms available for every building price range ... saves time and money on every job.



*Cast Iron Enamelware*



*Vitreous China*



*Brass*



*Steel Enamelware*



*Shower Stalls*



**GERBER**



### **"Plumbing Fixtures for The Mighty Middle"**

**Gerber Plumbing Fixtures Corp., 232 N. Clark St., Chicago 1, Illinois**

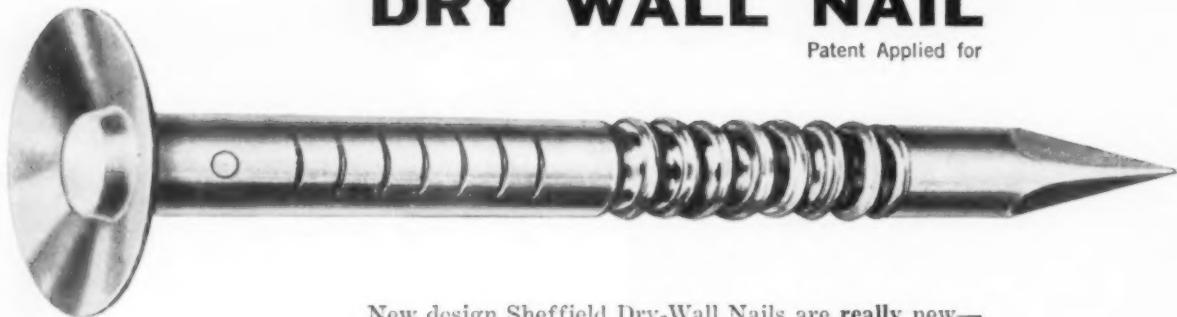
*5 Factories: Kokomo, Ind., Woodbridge, N. J., Delphi, Ind., Gadsden, Ala., West Delphi, Ind. • Export Div.: Gerber Int'l. Corp., 500 Green St., Woodbridge, N. J.*

# 4 NEW FEATURES

FOUND ONLY IN NEW

## SHEFFIELD DRY WALL NAIL

Patent Applied for



New design Sheffield Dry-Wall Nails are **really** new—from head to point. Here's how they assure you better, easier dry-wall nailing, lower material and labor costs:

1. **Save One Hour's Labor Per House.** The new nub in the center of the head takes the force of the hammer blows, lets you nail faster, protects the thin conical head from distortion.
2. **Smooth Taping of the Joints** is made easy. The new conical head is extra thin. The final hammer blow counter-sinks it so that the rim is flush with the wall surface. Breaking of the paper surface is virtually eliminated.
3. **Resists Nail Popping.** The new position of the rings is down at the lower section of the shank. This concentrates the holding power deep in the wood where it's needed. As the wood dries, the rings do not loosen.
4. **Fasten 25% More Dry-Wall Per CWT.** The new shank diameter is .094 instead of .098. You get more nails per cwt.—need not space nails closer.

Ask your Sheffield dealer for these better dry-wall nails or write **Sheffield Division, Armco Steel Corporation, Sheffield Station, Kansas City 25, Missouri.**

Only Sheffield Distributors Can Supply Them.



**Sheffield Division**



## *Vina-Lux®* FLOORS add more value to your homes... more profit to your business

**Homebuilding profits** begin with efficient construction techniques...

that's why easy-to-install Vina-Lux vinyl asbestos tile is a wise investment in good looks and easy care for the buyer...in lower flooring and construction costs for the builder.

**Versatile Vina-Lux** saves time and labor, installs quickly and easily on or below grade over concrete slab — today's lowest-cost construction method — or over wood or plywood sub-floors.

**Vina-Lux national advertising** helps pre-sell your customers... why not tie in? Model home merchandising kit, samples and "Vina-Lux Floor Styling Handbook" are yours without charge. Write today!

### AZROCK FLOOR PRODUCTS DIVISION

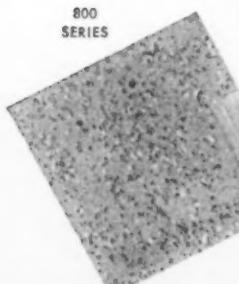
Specialists in the manufacture of vinyl asbestos tile and asphalt tile flooring

UVALDE ROCK ASPHALT COMPANY • 544A FROST BANK BLDG. • SAN ANTONIO, TEXAS

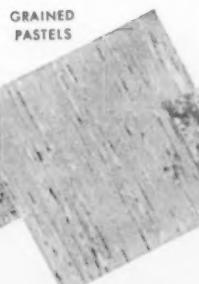


*Over 50 colors and a style for every builder requirement*

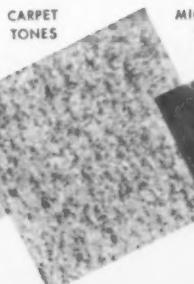
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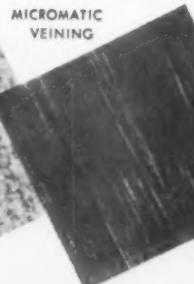
GRAINED  
PASTELS



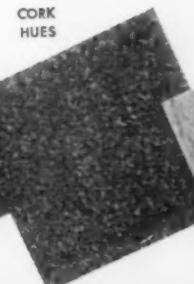
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TONES



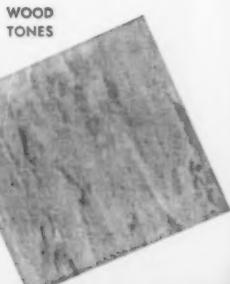
MICROMATIC  
VEINING



CORK  
HUES



WOOD  
TONES





## Chimney facts for home builders

### New! Brick-embossed METAL housing for Van-Packer chimneys and gas vents installs quickly and easily

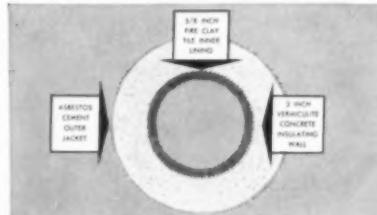


Now you can order Van-Packer factory-built chimneys with a durable new metal housing that cuts installation time to an absolute minimum. It features embossed brick design for attractive appearance on your homes, and is available in red, buff, or white brick colors.

The new Van-Packer metal housing comes in 2, 3, 4, 5, or 6 foot lengths to meet every installation need. One man can quickly and easily cut, assemble and install the housing in mere minutes. The new housing can be used on either the Van-Packer tile-lined chimney or masonry vent.



### Durable fire-clay tile-lined Van-Packer chimney flue



The fire-clay tile liner of the Van-Packer chimney won't corrode. It outlasts other factory-built chimney flues, and provides more efficient service because it retains heat for better draft. Fire clay tile is acid-proof, withstands temperatures up to 2100°F, and won't dent, flake or corrode even under severe conditions.

### Deluxe asbestos-cement housing also offered

Sturdy asbestos-cement panels of the deluxe Van-Packer chimney housing feature embossed brick design with indented, natural-looking mortar lines. Ideal even for expensive homes, this housing is offered in red, buff, gray, or white brick colors and won't ever rust, stain or streak the roof. The colored housings have a Butyl finish to preserve their original beauty. Available in all standard sizes, plus models for double-flue chimneys.



Van-Packer chimneys are UL-listed for all fuels and all home heating plants, are safe for incinerators! See "Chimneys — Prefabricated" in the Yellow Pages, or write for Bulletin RS-1.

### Lightweight "R" flue section simplifies installation



Above the roof, a Van-Packer Chimney installation can be made easier and at lower cost by utilizing a special fire clay tile "R" flue section and adapter section. The "R" section is light in weight for ease in handling and installation, offers the additional advantage of reduced cost, and maintains UL listing of the chimney.



## VAN-PACKER®

The Flintkote Company

Manufacturers of Diversified Products for Home and Industry  
30 Rockefeller Plaza, New York 20, N. Y. Phone: Plaza 7-5500

In the West: Pioneer Division, The Flintkote Company, P. O. Box 2218, Terminal Annex, Los Angeles, Calif.  
In Toronto, Ontario: The Flintkote Company of Canada, Ltd.



Just one of Caloric's dramatic color-coordinated ranges that win customer approval.

## COOL BEAUTY FROM CALORIC CAPTIVATES HOME BUYERS

Everyone knows it's the kitchen that "sells" a new home. And what woman can resist a color-planned kitchen by Beatrice West, famous color consultant, featuring the sheer beauty of a Caloric built-in? When she can see—in *your* home—how Caloric's color-coordinated built-ins blend with today's floor coverings, wallpapers and paint, counter tops and accents, she's yours!

She'll be completely overwhelmed with the style and convenience features of every Caloric built-in! Streamlined, modern design, graceful sweeping oven handles, illuminated control panels. New 18" extra capacity Caloric ovens with 2 more inches of cooking space in a standard 24" cabinet. And that wonderful extra she's dreamed of: *completely removable* oven and broiler

doors for easier cleaning of the porcelain enamel interiors.

She'll delight in Caloric's Gold Star Award features, too: Thermo-set top burners, meat thermometer, clock controlled oven, roto-roaster rotisserie. And, of course, Caloric's famous Keep-Warm oven system.

She'll be absolutely breathless by the time she sees Caloric's Lectro-Static hoods, single or double bowl porcelain enamel sinks, protective splash plates . . . all in colors to match Caloric ranges: pink, yellow, turquoise, coppertone, satin metal, black and white.

No wonder, a beautiful Caloric built-in featured in a color-planned kitchen wins any home buyer. And color-coordination by Beatrice West is yours . . . free . . . exclusively with *Caloric*! Write for more information or contact your Caloric representative.

**Caloric**

CALORIC APPLIANCE CORPORATION, TOPTON, PA. • RANGES • BUILT-INS • GAS DISPOSERS • SINKS • HOODS

# There must be a reason Why... builders buy more Ruberoid asphalt roofing

**TAKE TREND COLORS, FOR EXAMPLE . . .**

Color—the *right* kind of color—sells homes! All Ruberoid Shingles feature popular Trend Colors—researched by the country's leading color stylist, Joseph Gaughler, and selected as the colors most favored by home buyers in today's market.

Builders depend on Ruberoid Trend Colors for *group color harmony* that gives a community a well-planned appearance . . . plus *color variety* that truly beautifies and individualizes each home.

Quality is vital too. Customers want a roof that adds maximum protection as well as beauty to a

home. The Ruberoid "Open House Plan" for builders sells your customers on the long-life soundness of your construction with point-of-sale displays and sales literature of proven effectiveness.

In fact, there are many powerful reasons why Ruberoid sells more asphalt shingles! Why not find out for yourself on your next job? See your Ruberoid representative or write:

**RUBEROID®**

The RUBEROID Co., 733 Third Avenue, New York 17, N.Y.



# Watch sales go up when **CERAMAFLEX®** goes down

The sales magic of ceramic tile takes on new meaning when you install Ceramaflex resilient ceramic flooring in your new homes. Here's all the built-in beauty, permanence and easy care of conventional ceramic floors with two important plus values: Ceramaflex is quiet and comfortable underfoot. It's the perfect floor for kitchen, bath, entrance hall, family room and utility room. Ceramaflex creates an exciting new focal point for your sales efforts. Try it in your next model. Your ceramic tile contractor or nearby Romany-Spartan distributor will be happy to provide more information and samples of the entire Romany-Spartan line of quality wall and floor tile. United States Ceramic Tile Company, Department AB-15, Canton 2, Ohio.



**UNITED STATES CERAMIC TILE COMPANY**  
Ceramaflex® is the exclusive product of United States Ceramic Tile Company



Decorative possibilities are limited only by the imagination with the complete range of colors available in Romany-Spartan glazed wall tile. The striking effect shown above was achieved by combining Tawny Beige tile with walnut paneling.



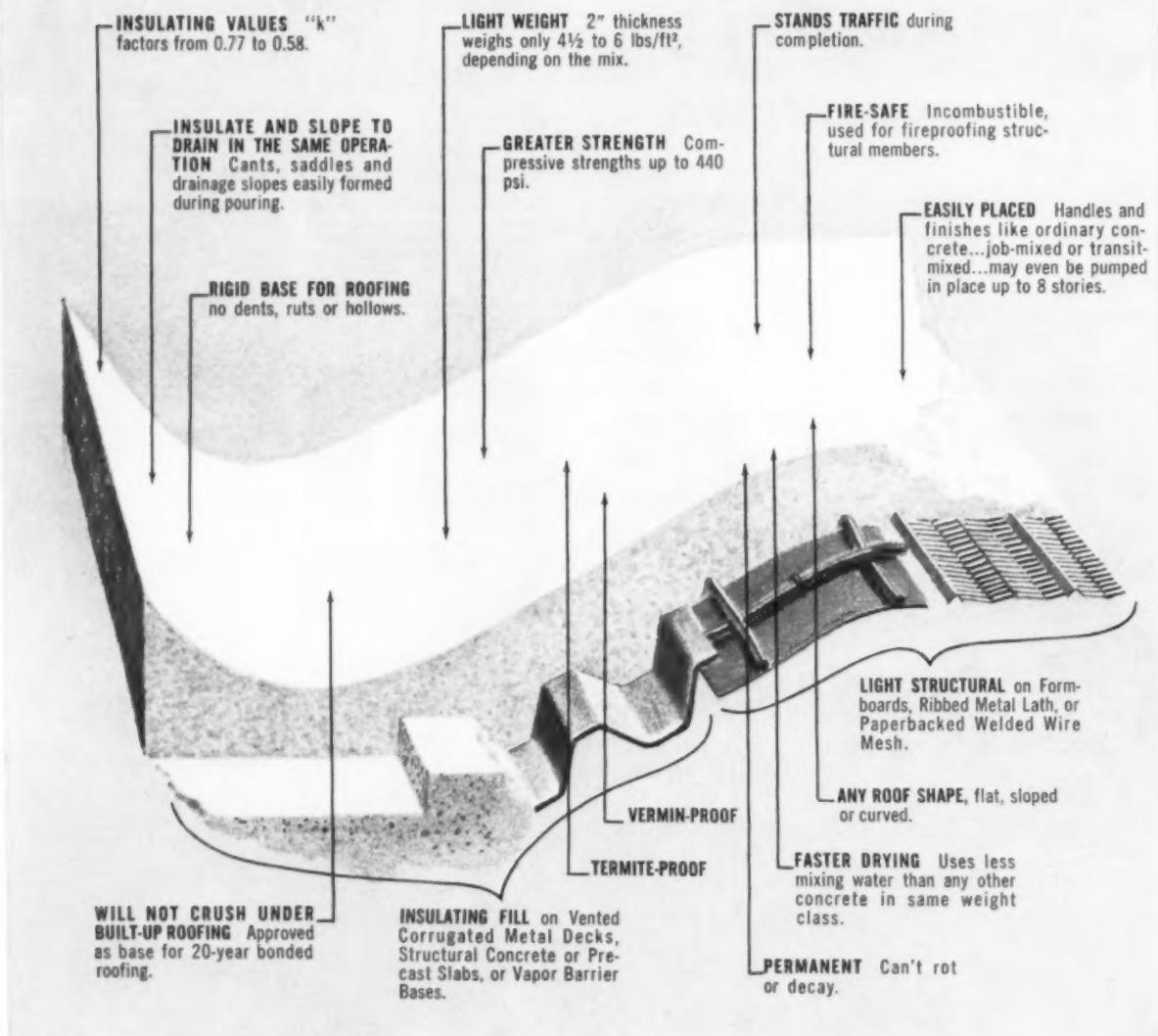
Each 9" x 9" Ceramaflex square is made up of 64 1" x 1" ceramic tiles securely bonded in a pre-formed, flexible rubber grid. Installs quickly and easily on, above or below grade. Because it's pre-grouted, Ceramaflex is ready for use the instant it's laid. Over-all thickness  $\frac{1}{16}$ ".



Plate No. 2015

# 14 ROOF DECK BENEFITS

*you get with Permalite perlite concrete:*



NO OTHER ROOF DECK INSULATION GIVES YOU SO MUCH!

*Write for Your Copy of Permalite Concrete Bulletin C-13-1961.*

**Permalite**  
WORLD'S LARGEST SELLING PERLITE AGGREGATE

PERMALITE EXPANDED PERLITE AGGREGATE IS PRODUCED BY THESE LICENSED FRANCHISEES FROM PERLITE ORE MINED BY GREAT LAKES CARBON CORP.

**COLORADO** Persolite Products, Inc., Denver    **FLORIDA** Airlite Processing Corp. of Florida, Vero Beach    **ILLINOIS** Silbico Corp., Chicago, Ryolex Corp., Champaign    **INDIANA** Airlite Processing Corp., Scottsburg & Vienna    **MASSACHUSETTS** The Whittemore Co., Cambridge    **MICHIGAN** Gregg Products Co., Grand Rapids    **MINNESOTA** Minnesota Perlite Corp., Minneapolis    **MISSOURI** J. J. Brouk & Co., St. Louis    **NEW JERSEY & NEW YORK CITY** Certified Industrial Products, Inc., Hillside    **NEW YORK** Buffalo Perlite Corp., Buffalo    **PENNSYLVANIA** Pennsylvania Perlite Corp., Allentown, Pennsylvania Perlite Corp. of York, Pennsylvania, York, Perlite Manufacturing Co., Carnegie    **TEXAS** Perlite of Houston, Inc., Houston, Texas Lightweight Products Co., Irving    **VIRGINIA** Virginia Perlite Corp., Hopewell    **CANADA** Western Perlite Co., Ltd., Calgary, Alta. Perlite Products, Ltd., Winnipeg, Manitoba, Perlite Industries, Reg'd., Ville St. Pierre, Quebec    **CUBA** West Indies Perlite Mfg. Corp., S. A. Habana    **MEXICO** Materiales Carr, S. A., Mexico City

PERLITE DEPT., GREAT LAKES CARBON CORPORATION • 612 SOUTH FLOWER STREET, LOS ANGELES 17, CALIFORNIA

RELY ON

**Simpson**

Quality  
Building  
Products



This room  
featured in August  
Better Homes and Gardens

## 3 NEW SIMPSON PRODUCTS TO MAKE YOU MONEY

- 1. Simpson Easy-Wall
- 2. Simpson Forestone\*
- 3. Simpson Doors

... full details on the next three pages



\*Reg. U. S. Pat. Off. U. S. Pat. No. 2,791,289

# 3 SIMPSON PRODUCTS TO ANSWER BUILDER AND HOME OWNER NEEDS



Here are three new Simpson building products which are a boon to builders. Their use for home and commercial application offers substantial savings, plus faster installation for interior construction.

Because of the lasting beauty and versatility of these products, they help speed home sales and attract business and commercial customers. A series of full page color ads in BETTER HOMES & GARDENS is helping promote consumer interest. Ask your Simpson building supply dealer about all three products. See him or clip and mail the coupon on back.



## FORESTONE WOODFIBER ACOUSTICAL CEILINGS

These dramatic acoustical ceiling tiles combine highly effective noise control with smart contemporary beauty. The original deep-etched sculptured surface provides permanent beauty and sound conditioning which no other ceiling material can match.

**SAVES MONEY.** Forestone is one of the most practical ceilings a builder can install. It allows you to decorate and sound condition at the same time. In addition, Forestone is easy to install, goes up in a hurry. You save on installation time and eliminate the need for ceiling finishing or painting. You get a handsome, truly unique modern ceiling and create a quiet room all in one simple operation.

**CONTROLS SOUND.** Forestone's deeply-etched fissures and multi-fibered

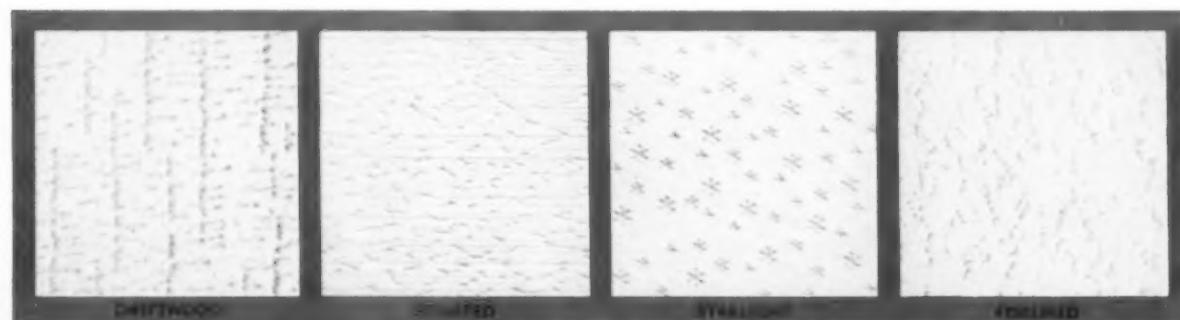
characteristics absorb up to 70% of all sounds striking it. It quiets the room . . . helps reduce transmission of sound through the ceiling.

**FIRE-RESISTANT.** All Forestone textures have a special flame resistant coating conforming to Class C requirements of Federal Specifications SS-A-118b. Exclusive Biotox process also protects against termites, dry rot and mold.

**DECORATIVE.** Soft-white pre-finished surface has a hint of gold in the fissures to add warmth and elegance. Choose from four textures, classic fissured and three exclusive decorative designs. Each may be repainted, if desired, without loss of textured beauty or sound absorption.

**SIZE.** Three of the four textures (Forestone Starlight, Driftwood and Striated) are available in 12" x 12" x  $\frac{1}{16}$ " with flange joint or butt edge. The fourth texture (Forestone Fissured) comes in 12" x 12" x  $\frac{1}{16}$ " flange joint and 12" x 24" x  $\frac{1}{16}$ " flange joint. All are suitable for nailing, stapling, mastic or suspension type installation.

**OTHER CEILING PRODUCTS.** Simpson also offers a complete range of ceiling products including tapestry white, standard or random-drilled tile, new petite pattern acoustical tile and a variety of roof deck. For complete information on these and other quality Simpson Building Products, call your Simpson Dealer or clip and mail the coupon on back.



# EASY-WALL PARTITION UNITS AND PANELING

Simpson Easy-Wall is completely pre-finished, random planked with the luxurious look and feel of fine woods. It is simple to install and the in-place cost is low. Partition Units and Paneling consist of  $\frac{1}{8}$ " random grooved, wood-grained hardboard, laminated to Simpson insulating board which provides rigidity and eliminates the hollow, drum-like effect of so many ordinary paneling and partition units. The authentic, select wood-grain is completely protected, because it is gravure-printed on the reverse side of a tough, durable vinyl surface which is permanently bonded to the hardboard. Where a painted surface is desired, Easy-Wall is available in opaque primed hardboard.

**SAVES YOU MONEY.** The use of Easy-Wall Partition Units and Panels lowers the cost of a finished room. A single crew can complete a room in hours, not days. There is no framing, no filling, no painting, no delays.



You can reduce your labor costs as much as 50% for each room and speed up construction to a marked extent... and you do it without sacrificing quality or appearance. When you build with Easy-Wall you gain all the advantages of construction economy, high insulation value, ease of application and the luxury look of fine grain wood—with no finishing costs.

**FADEPROOF.** Finish has withstood fadeometer tests equivalent to five years of direct sunlight, with no evidence of fading or discoloration.

**LOW MAINTENANCE.** The handsome surface looks like hand-rubbed wood and is easy to maintain. Dirt, grease, hand-prints—even stains—are easily removed using water and a detergent or soap.



**SOUND INSULATION.** The Simpson insulating board core has excellent sound attenuation properties making Easy-Wall Paneling and Partitions comparable to conventional construction.

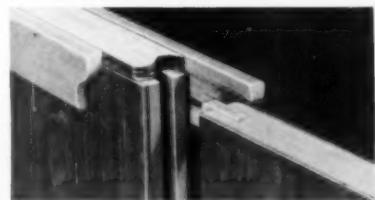
**THERMAL INSULATION.** Compared to other building materials, the thermal insulation property per inch thickness of Easy-Wall is approximately the equivalent of three 1-inch fir or pine boards, 9 layers of  $\frac{3}{8}$ -inch gypsum board, 26-inches of face brick or 36-inches of concrete.

**PANELING.** Easy-Wall panels are  $\frac{5}{8}$ " thick, have single pre-finished hardboard surface with  $\frac{1}{2}$ " insulating board backing. Flanged, tongue and groove edges guarantee alignment and allow blind stapling or nailing for unmarred surface beauty.



Engineered for interior perimeter walls and load-bearing partitions. Unit size 2' x 8' or 10', protected by factory-sealed cartons.

**PARTITION UNITS.** Easy-Wall partition is  $1\frac{1}{8}$ " thick, has pre-finished hardboard surface on both sides, laminated to solid  $1\frac{1}{8}$ " core of insulating board. Spline joints align and lock units together rigidly.

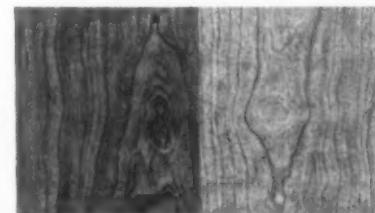


Kerfs on all four edges accommodate wiring, permit base or wall outlets where desired. Engineered for non-bearing partitions or screen walls, Easy-Wall needs no studs, framing or finishing. It installs easily with only floor ceiling plates and moulding.



Partition units are 2' x 8' or 10', protected by factory-sealed carton.

**FINISHES.** Easy-Wall Paneling and Partition Units are available in Cherry Mocha, a rich natural cherry brown, or Cherry Mist, a similar grain in warm gray. Also available in primed standard hardboard faces which may be painted as desired.



CHERRY MOCHA      CHERRY MIST

**SIMPSON PRODUCTS HELP YOUR PROFITS** through advanced design and manufacture, strict quality control. Your Simpson dealer can tell you about our redwood lumber, plywoods, acoustical products, doors, and insulating board and hardboard products—or fill in the coupon on next page for complete information.



Quality  
Building  
Products

## SYMPHONIC DOORS

This distinguished new line of doors brings a custom look to any house, yet the cost is small. Each Symphonic\* door style is designed to be used throughout the house... for entrance, living room, bath, bedroom or den. Thus a custom-type design continuity is carried out in each of the rooms.



Concerto\*

**DESIGN VARIATIONS.** Symphonic doors are not pre-finished and offer an endless variety of decorative possibilities. Paneling material may be varied, color changed, accents added... there are dozens of different ways to change the appearance of these custom-type doors. Yet no matter

how the decorative treatment is varied, the basic style is so distinctive that you achieve an overall design continuity.



Sonata\*

**GUARANTEED.** Simpson's new Symphonic doors are fully guaranteed. Door stiles, rails and mullions are made from old growth, kiln-dried select grade VG Fir. Doors are carefully machined and sanded, dowelled and glued, and inspected to meet high quality standards.

**SIZES AND STYLES.** Usable for either interior or exterior in two styles: Sonata\* (with plain or grooved panels) and Concerto\*. Interior sizes are: 1'6" to 3' widths, 6'8" and 7' heights in 1 1/8" thickness. Exterior sizes are: 2'6" to 3'6" widths, 6'8" and 7' heights in 1 1/4" thickness.

### ANOTHER NEW DOOR—SEVEN-ELEVEN\*

Simpson also offers a new ceiling height hollow core flush door that will save you up to \$10.00 per opening. It's 7'11" height can be trimmed as much as 4" to fit any 8' ceiling opening. Exclusive full width lock rail allows lockset to be placed where you want it. This new ceiling-height door eliminates time-consuming overhead framing and blends handsomely with any decor. Available in finishes to match Easy-Wall surfaces and also in three other faces: Rotary Lauan, Rotary Birch and Hardboard (unpainted). Widths, 1'6" through 3'. Thickness 1 1/8" and 1 1/4".



\*Reg. U.S. Pat. Off.

### SIMPSON TIMBER COMPANY

2050-B Washington Building, Seattle 1, Washington

Please send me free information on the following products as checked:

FORESTONE CEILINGS

DOORS

EASY-WALL

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_

Clipped from \_\_\_\_\_

magazine

RELY ON



Quality  
Building  
Products

# "PREFAB" GLASS FIBER DUCT INSTALLS ALMOST TWICE AS FAST AS INSULATED METAL DUCTS

## G-B Duct provides "built-in" insulating and noise absorbing benefits

As much as 50% of installation time can be saved by using G-B Duct. This unique air handling system is completely prefabricated at the factory. Six-foot sections arrive on the job site ready to be installed. One glance at the photographs on this page shows you just how simply and quickly G-B Duct can be assembled. There's no pre-assembly work, no scoring, no folding. Sections fit snugly and swiftly together with standard sheet metal fittings and vapor barrier tape. Elbows and T fittings are also easily fabricated with a knife and factory-supplied templates.

Because G-B Duct is made entirely of glass fiber insulation, maximum protection against heat loss or gain and sound absorption are "built-in" features. That means heating and

air conditioning units operate more efficiently, keeping the homeowner's utility bills to a minimum. And G-B Duct's uniformly-thick glass fiber walls soak up fan and equipment noises before they're ever heard.

G-B Duct carries an Underwriters' Laboratories label as an air conditioning and heating duct, and therefore meets FHA requirements. G-B Duct is encased in an air-tight, waterproof vapor barrier sleeve for positive protection against sweating and moisture condensation. As permanent as glass itself, it will not rust, corrode, rot, or deteriorate in any way.

*For more information, write today.*

**GUSTIN-BACON** *mb* <sup>®</sup>

204 W. 10th St.  
Kansas City, Mo.

### INSTALLING 90° TURNS

1—G-B DUCT is easily cut at 45° angle with factory-supplied template or saw and miter. 2—Insert right angle metal elbow into mitered ends of duct. 3—Push tightly together and seal with vapor barrier tape.



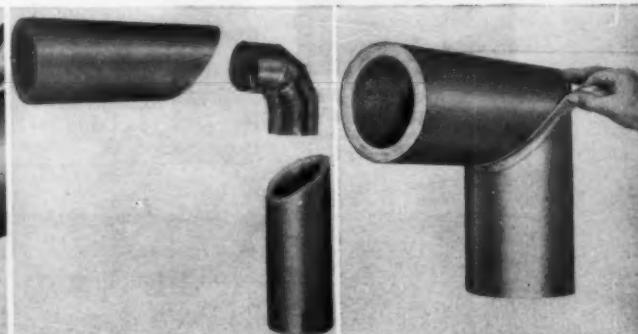
### INSTALLING STRAIGHT RUNS

Simply insert metal sleeve (above) at joint, butt two sections of duct together and seal with vapor barrier tape.



### INSTALLING RUN-OUTS

1—Using factory-supplied template, cut one end of run-out to fit flush against side of main duct. 2—Cut the side of main duct, using sheet metal fitting as a template and insert metal sleeve. 3—Slip run-out onto locked metal sleeve until flush against main duct, then wrap tightly with vapor barrier tape.



1

2

3



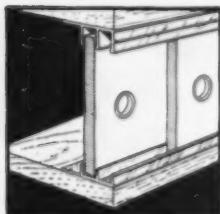
# *The right track to greater sales...*

## FOLDING & SLIDING DOOR



For any size cabinet—any panel material...

### **m-d** *Aluma-Slide* SLIDING DOOR TRACK SET



Panels glide easily on special supporting ridges of lower track.



For  $\frac{1}{8}$ -,  $\frac{1}{4}$ -,  $\frac{3}{8}$ -,  $\frac{1}{2}$ - or  $\frac{5}{8}$ -in. sliding panels of plywood, hardboard, perforated panels and glass.

Comes in natural Alacrome finish and 3 permanent anodized finishes—Albras, Albright and Anodized Satin that won't rust or tarnish. Enhances the appearance of any cabinet.

### Installs Easily... Requires No Special Tools

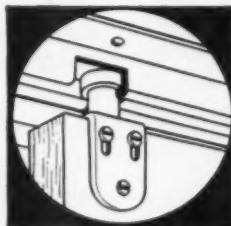
Aluma-Slide can be used wherever cabinets are needed... throughout the home, office or shop. In tubular packaged sets of 3-, 4-, 5-, 6- and 8-ft. lengths, with holes drilled, screws and instructions.

**BUILDERS** See your leading hardware, lumber or building supply dealer for M-D products!

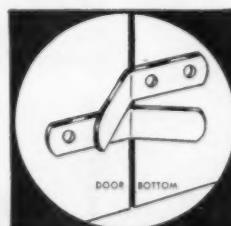


For folding doors of any type...

### **m-d** FOLDING DOOR HARDWARE



OPERATES SMOOTHLY  
with silent nylon bearing  
gliding in top quality extruded aluminum track.



**DEALERS** Order today! Your order shipped promptly! All M-D products are fast sellers, nationally advertised.

Ideal for 4-panel or 2-panel full or half size interior doors of any thickness. For closets, wardrobes, dens, bars, room dividers, etc. Gives full access to closets... yet saves floor and wall space.

Comes in completely packaged sets for 2-, 2½-, 3-, 4-, 5- and 6-ft. openings, ready to install.

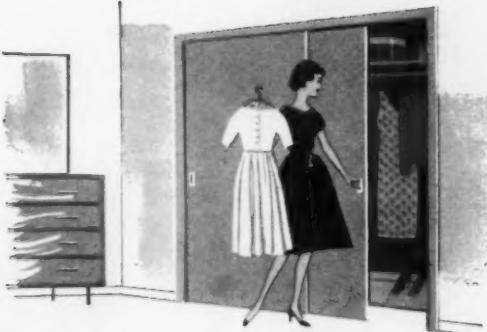
### PERFECT DOOR ALIGNMENT

With M-D door guide, doors snug together when closed and will not creep open. No bottom track needed.

# HARDWARE

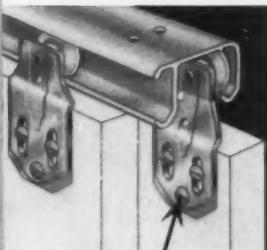


**md** **QUALITY**  
*is the difference*  
**THAT HELPS YOU**  
**MAKE MORE SALES**



For quiet, efficient operation . . .

**md** **OT-400 Reversible**  
**SLIDING DOOR HARDWARE**  
 with easy-to-install features!



USE SAME HANGERS FOR  
 BOTH  $\frac{3}{4}$ " and  $1\frac{1}{4}$ " DOORS  
 Simplifies ordering and  
 stocking.

Installation saves time . . . cuts costs. Hangers are quickly attached to doors because of a built-in guide on each hanger which automatically positions it for proper alignment. Sturdy extruded aluminum track designed with built-in-no-jump feature. Cadmium steel hangers have silent nylon wheels.

**Comes in Poly  
 Tubular Package**

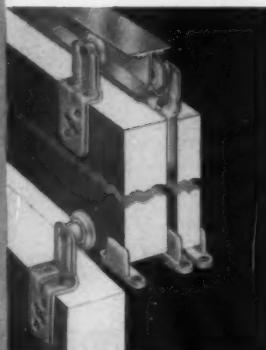
Set includes track, hangers, guides, screws and instructions. Packaged in 3-, 4-, 5-, 6- and 8-ft. lengths. Please specify  
**OT-400 REVERSIBLE!**



Meets today's quality-economy needs!

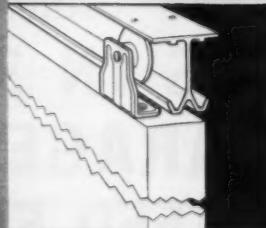
**md** **OT-200 Overhead Type**  
**SLIDING DOOR HARDWARE**

For  $\frac{3}{4}$ ",  $1\frac{1}{4}$ " and  $1\frac{3}{4}$ " By-Passing Doors



Extra-sturdy extruded aluminum track and hangers. Built-in no-jump track feature. Noiseless, lifetime nylon wheels. Plastic door guides. All instructions and screws furnished. Hardware for each door thickness is individually boxed.

**WALL POCKET  
 HARDWARE**



Shown here is Hanger TH-2 and Guide No. 13, made especially for Wall Pocket Doors. Packed 2 hangers and 1 guide to envelope, plus screws for hangers, guide and track.

**MACKLARBURG-DUNCAN CO.**

BOX 1197 • OKLAHOMA CITY 1, OKLAHOMA



**THE NEW BERRY AUTOMATIC  
INSTALLS IN 30 MINUTES !!!  
ONLY GARAGE DOOR OPENER  
GUARANTEED FOR 5 YEARS**



■ Opens, closes garage door, lights up garage, all from inside your car. ■ Transistor-operated with portable pocket transmitter. ■ Completely pre-assembled, the Berry Automatic with pre-tuned electronic controls installs in just 30 minutes. *Other door openers require from two to four hours for installation.* ■ Servicing usually amounts to simple replacement of control box. ■ Mechanical components guaranteed for five years—not just one year! ■ Cycle-tested 10,000 times which equates to more than 10 years of trouble-free operation. ■ Installs on all types of retractable garage doors—steel, wood, fiberglass, and aluminum. ■ For more information, write to Berry Door Corporation, Birmingham, Michigan. In Canada: Berry Door Co., Ltd., Wingham, Ontario.

**Berry**  
DOOR CORPORATION



# **"Since switching to Insulite Primed Siding 4 years ago we have had absolutely no paint blistering"**

*John Kleinops, John Kleinops, Inc., Indianapolis, Indiana*



"Factory-applied deep prime coat on Insulite Primed Siding has saved us plenty. We save the cost of the first painting—save construction time—save the cost of handling customer complaints. And even more important, we maintain our reputation for building quality homes. We have not had a single callback for any siding trouble since we started using Insulite Primed Siding.

"This material is easy for our men to work with. It's about the same weight and density as natural wood—so it's easy to handle, easy to saw, and easy to nail. And there's practically no waste, because Insulite Primed Siding has no knots or split ends. Its dimensional stability is excellent. There's no warping or twisting—and butt joints stay butted. It's a good siding."

*build better with*  
**INSULITE**  
*Building Products*



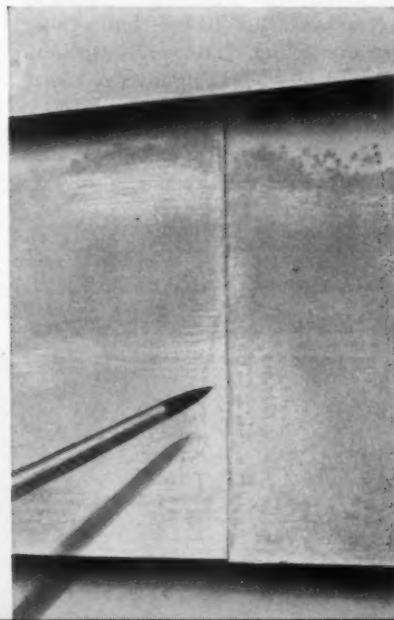
Insulite Division of Minnesota and Ontario  
Paper Company, Minneapolis 2, Minnesota



**HORIZONTAL (LAP) SIDING.** This application was made in 1957—and the butt is as tight now as it was 4 years ago. Also seen is the attractive deep-shadow line. Now available in 16' lengths and in 8", 10" and 12" widths for maximum design and construction flexibility.

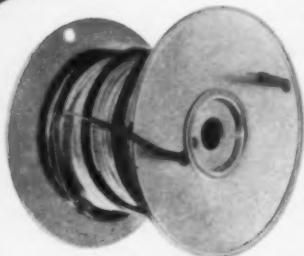
**VERTICAL PANEL GROOVED.** More design flexibility is attained through use of Insulite Paneling with  $\frac{1}{2}$ " grooves, 8" on center. Panel size is 4'x8', with shiplapped long edges. All Insulite Primed Siding comes in clearly labeled, protective packages for ease in handling and storage.

**VERTICAL PANEL PLAIN.** Used for board and batten construction. Is  $\frac{1}{2}$ " thick by 4' x 8'. All Insulite Primed Siding is completely deep primed and back sealed at the factory to save you time and money. Finish coat goes on quickly and easily, bonds firmly.





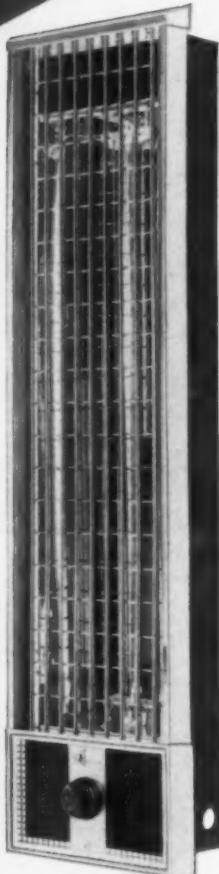
Before you buy... check



CEILING OR FLOOR CABLE HEAT



FORCED AIR HEATERS



RADIANT WALL HEATERS



BASEBOARD HEATERS

## IN ANY ROOM... IN ANY HOUSE... FASCO ELECTRIC HEAT OFFERS "EASILY INSTALLED" QUIET COMFORT

Whether installing one unit for supplementary heat or utilizing the full Fasco heat line for a new home, you get economical, simple installation together with room-by-room comfort control and quiet performance. Fasco baseboard, radiant wall, and forced air heaters have slim, neat styling, scientifically directed air flow, rugged dependability that eliminates call backs. High-efficiency heating elements give clean, uniform, draft-free heat quickly and quietly.

Taken together, these are the extra values that make Fasco electric heat a standout. Check for yourself to see how Fasco electric heat "fits the bill" for installer and user. Use it in the ceiling, floor, wall—upstairs and downstairs—in any size home, in any size room.

Write Fasco Industries, P. O. Box 509, Rochester 2, New York, for complete full-line catalog and any heat installation information required.



Styled to please... Designed to perform

FASCO INDUSTRIES, INC., ROCHESTER 2, N.Y.

# REMODEL WITH PANELING BY G-P...

installation's  
easy  
as  
1-2-3!

**Ideal for both commercial and residential remodeling,**

the wide variety of Georgia-Pacific panelings offers flexibility of design as well as ease of installation. Most panels are factory-finished to eliminate messy on-the-job finishing, reduce time needed to complete a job. On a commercial installation, this has a very special advantage: there's less shut-down time, less inconvenience to both employees and customers. And the 4' x 8' panels are easy to handle, go up fast. These are only a few of the reasons why it's wise to remodel with paneling from G-P.

For other big **GEORGIA-PACIFIC** advantages, turn the page . . . . .

# REMODEL WITH PANELING



## Where price is no object:

G-P imported panelings let you offer something completely new and distinctive in remodeled walls. For example: magnificent mahogany panelings with unusual contour surfaces. These are G-P's exclusive Plyfa-Profile panelings, handcrafted in Denmark. Six unusual patterns of mahogany on mahogany or on obeche, they range from 74¢ to 99¢ a sq. ft. (4' x 8' panels, 3/16" thick; other lengths and species to order). Or you can offer walls paneled in real bamboo (\$1.25 a sq. ft.) or exotic Malayan teak (79¢ a sq. ft.) or tawny Japanese rotary sen (45¢ a sq. ft.). These are just three of the rare woods in G-P's line of imported panelings ranging in price from 25¢ to \$1.25 a sq. ft. Standard sizes; special widths, lengths and thicknesses to order.



## Where it must be durable and handsome too!

New G-P hardboards let you offer a quality look for the amazing price of about 21¢ a sq. ft.! Distinctive surface patterns make the difference. Channel Plank (shown here) with its deep grooves, has a wood-plank look. Random Plank, another pattern, has grooves set at uneven widths. Channel Square has a block design of grooved squares. Exceptionally durable, these G-P panels resist scuffing, rubbing, denting, general wear-and-tear. And G-P hardboards offer special advantages to builders. Factory-finished in an attractive ivory tone, the panels need no further finishing. If painting is required, no priming is necessary. Shiplapped or beveled edges on 4' x 8' panels make it easy to turn out a flawless finished wall.

# BY G-P... suit every customer to a "T"!



## Where the family is growing:

**G-P Family Proof panelings** let you offer the beauty of real hardwood that stands up against wear-and-tear. G-P's special invisible topcoat shrugs off scuffs and scratches; fingermarks, crayon, ink, lipstick wipe right off. What's more, you can satisfy every taste and pocketbook with G-P Family Proof Paneling. The Premium line offers 10 choice hardwoods—walnut, cherry, ash, elm, flame gum, birch, pecan, tupelo, blond or honey tone oak—ranging in price from 48¢ to 78¢ a sq. ft. For those who prefer a more pronounced grain pattern, the Cottage Paneling line offers walnut, oak, American elm, antique elm or 5 different tones of birch ranging from 49¢ to 66¢ a sq. ft. All standard size panels available . . . and special sizes to order.



## Where the decorator touch is

**called for: G-P textured panelings** let you offer interesting and unusual wall surfaces at very reasonable prices. G-P Ripplewood, for example, emphasizes the grain pattern of old growth Douglas Fir; the soft wood is brushed away, leaving the strong "summerwood" to give a distinctive texture to this decorative paneling. Ripplewood, available plain or V-grooved, costs about 26¢ a sq. ft. Where a less definite surface pattern is needed, G-P Striated paneling is the perfect answer. Smooth vertical striations give depth and distinction to the face of old growth Douglas Fir. Striated costs just 23¢ a sq. ft.! Both textured panelings available in 4' x 8' panels, 5 1/16" thick; other thicknesses and sizes in stock, or on special order.

other reasons for using **GEORGIA-PACIFIC** turn page . . . . .

# SELL REMODELING EASIER WITH G-P...



## Send for your remodeling sales kit—it's free!

Great group of selling aids! Actual swatches of Family Proof Paneling . . . a stereo viewer that shows four-color pictures of paneling installed . . . a book with more color pictures of paneling . . . a grid sheet to help estimate installations . . . a tip sheet on how to get more remodeling business . . . plus a book of kitchen remodeling ideas and how-to-panel booklet. All in a convenient carrying case with your name embossed!

Please send me  
my remodeling sales kit with name embossed as follows:

Send to: \_\_\_\_\_ (PLEASE PRINT)

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

My dealer's name is \_\_\_\_\_

Address \_\_\_\_\_



**GEORGIA-PACIFIC**  
plywood • lumber • redwood • hardboard • pulp • paper • chemicals  
Equitable Building, Portland 4, Oregon. Dept. AB 761

# WESTERN NEWS

## Cites Advantages, Disadvantages of Split-Level Type Housing

Although today's split-level style house has many advantages, it also has several disadvantages. This is the report of the Building Research Council of the University of Illinois Small Homes Council.

The advantages:

- The space is more usable and accessible than in a 2-story house of the same total area.
- Definite and separate living, sleeping, and recreational-utility areas.
- Good interior circulation pattern, eliminating most cross-traffic.
- Opportunity for using lower level for expansion later.
- Uses less lot space than 1-story basementless houses.
- Economy of construction through less roof area, foundation, and exterior wall than equivalent 1-story house.
- Garage and utility area can be in least costly part of house and left unfinished, if the builder desires.
- Requires foundations only a little deeper than for basementless crawl

space construction.

The disadvantages:

- Although stair climbing is less than a 2-story house with basement, the necessity for any steps may be bad for the elderly or handicapped.
- A split-level looks best on a sloping site . . . only fair to poor on a flat site. Small splits with less than 1,600 sq. ft. seldom look good from the exterior view.
- Splits are more difficult to build than 1- or 2-story houses. This is because of problems of interconnecting staggered levels. It is not easily adapted to mass production techniques, which reduces savings possible from such construction.

The Council is offering an illustrated circular, "Split-Level Houses," based on the preceding information. Single copies can be obtained free until August. Then the price will be 15¢. Write: Small Homes Council—Building Research Council, Mumford House, University of Illinois, Urbana.

### Eichler Plans \$8 Million Project in San Fernando

An \$8 million building project on 138 acres of land in the San Fernando Valley in Southern California has been started by Eichler Homes, Inc. The property will be subdivided into 250, 1/2-acre sites; the homes will be in the \$30,000 to \$35,000 price range. Completion of the first home is slated early next year, according to Eichler officials.

### Panel Production at Peak

Production of prefab roof panels has swung into high gear at Products Research Co., Burbank. The panels, designed to replace conventional, non-directional heat-transmitting skylights, consists of hollow, evacuated glass units put in an aluminum grid.

### \$9 Million Subdivision

#### Started in New Mexico

To celebrate 10 years of home building in Las Cruces, N. M., builder Dale Bellamah recently opened a \$9 million subdivision, which, when completed, will boast about 700 homes.

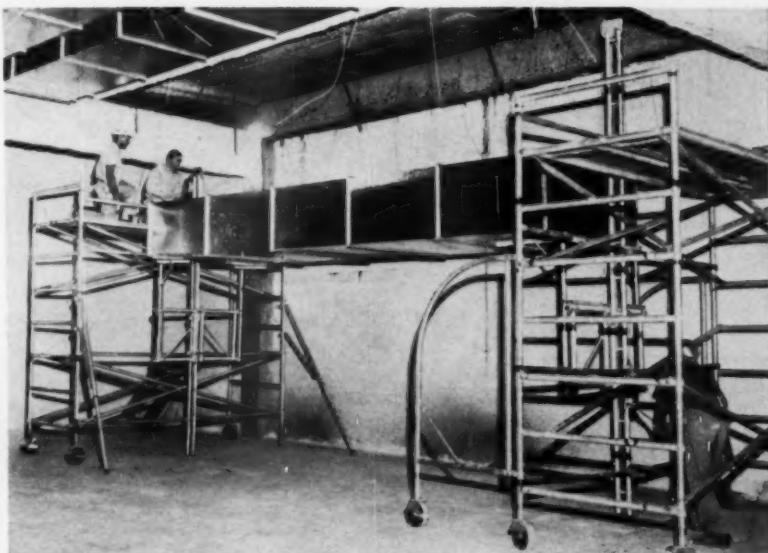
The builder, in the last 10 years, has constructed more than 1,000 homes in the Las Cruces area.

Said Edward R. Gutierrez, chairman of the City Commission, when the subdivision was officially opened:

"Bellamah has had an important impact on the city. The new community is a sign of the progress that Las Cruces can expect in the future."

### Insurance Company Makes Over \$8 Million in Loans

In the first three months of this year, the western office of Prudential Insurance Co., made real estate loans totaling \$8,191,601 in the metropolitan L. A. area. Of this \$5,626,365 was for residential projects.



### California Firm Saves \$15,000 in Labor by Using Hoists

By using aluminum hoist assemblies attached to standard scaffolds, 2,500 man hours were saved installing air conditioning ducts at the new J. W. Robinson Co. store, Panorama City. Normal time would have been 8,000

man hours.

The sections, pre-assembled on the floor, were lifted along vertical tracks by winches operated from scaffolds. Lifting arms then moved horizontally on rollers and elevated the sections.

## SELECTED WESTERN HOUSE



### No peas-in-a-pod development, Tradewinds offers a variety of designs, plans and color schemes

Like other models, Royal Hawaiian, shown above, has a Far-East look, hardwood walls and built-up gravel roof. Living and

family rooms are combined, divided by serving counter. Houses have two bedrooms plus a convertible 10x10' den.

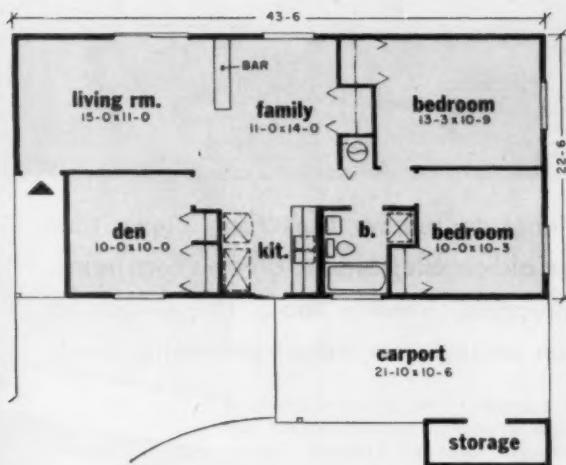
## Two outstanding buys—



### Tropicana places brick end towards street, uses carport as covered passage or outdoor terrace

Ideal for a narrow lot, orientation allows privacy in all principle rooms, quiet for rear bedrooms. Living room and kitchen are

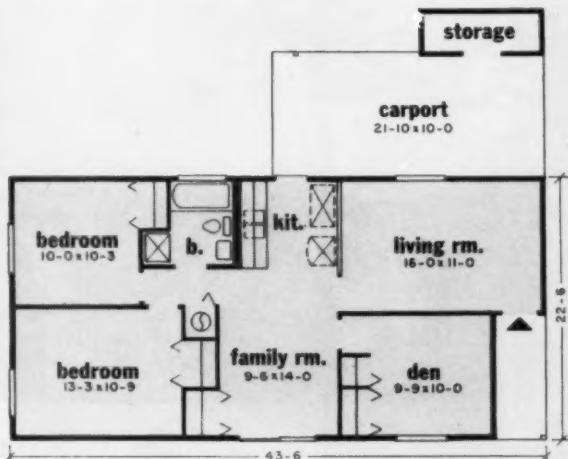
single area, divided by partial partition. All kitchens have outside entrances protected by sloping carport roof.



Ray Ellison Enterprises planned development to fill housing needs of 57% of San Antonio's population, the majority military and civil service personnel stationed at nearby bases who make less than \$3,800 a year. For economy, plans are rectangular, approximately 22x43', using on-grade slab as floor base for vinyl and asbestos tile. Interior partitions are covered with pre-finished hardboard; ceilings follow roof lines to accentuate feeling of extra height. In each case, the main roof continued to enclose the carport.

## 900 square feet for \$8,875

photographs: John Rogers



In keeping with the South Seas theme of the development, 75' palm trees greeted visitors on opening day; tropical foliage flourished in every garden. Prospects were impressed by large sliding glass doors which opened onto redwood or concrete terraces, enclosed by a wide variety of wood fence designs. All kitchens have built-in ranges and ovens and natural birch or mahogany cabinets; the den could double as extra bedroom. Ralph C. Bender designed and decorated the entire development.

SELECTED NORTHERN HOUSE

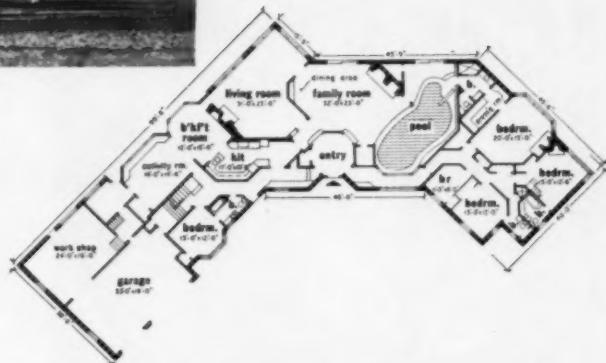


**Minnesota builder uses rough-hewn timber, old cobblestones to give his own home a rugged, lived-in look. The U-shaped plan encloses an indoor swimming pool.**

"If a product tests in our climate, it will be applicable to other areas," says self-taught builder, Herbert Bloomberg who is responsible for scores of homes and commercial buildings in his territory. His own home, shown here, bears out his stress on ruggedness. Set in the middle of a grove of towering trees, its overall design, low, horizontal and rambling, offers dramatic contrast.

It is sprawling and informal of plan, follows no set pattern and offers constant stimulation to eye and mind. The

center of attraction is a free-form swimming pool that opens, through sliding doors into the family room and has its own outside entrance. It can also be approached from the hexagonal entrance hall without going through any other room. This multi-approach to many rooms in the house affords privacy or a chance for simultaneous get-togethers of all age groups.



The garage, though located at the far end at the plan, can also be reached without disturbing occupants of any room. A workshop, also at this end, is a haven for the active do-it-yourselfer. Masonry for outside walls is of old-fashioned cobblestones. Heavy shales on the roof contribute to the overall rustic design of the house. Windows are by the Andersen Corp.

SELECTED SOUTHERN HOUSE

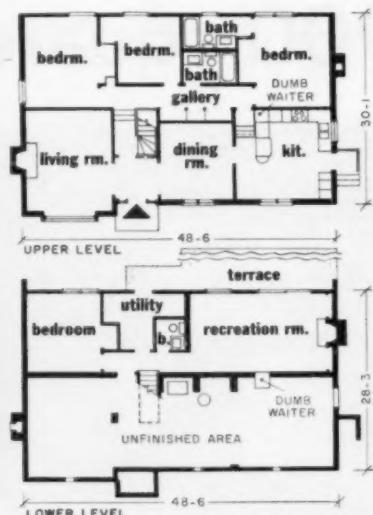


**One-story look with a full basement doubles the living space**

As an eye-catcher, this low-gabled Georgian house would be hard to beat. However, it's full of surprises. Looking like a low cottage from the street, a hilly plot allowed the builder to put a full second floor on the lower level. It includes a recreation room, bedroom and a wealth of usable storage space. Several levels, too, add interest to the first floor while a "plus"

is the kitchen dumbwaiter that makes entertainment easy upstairs and down.

Outside walls are a combination of brick on street side and ends; wood panels with vertical grooved panels on the rear. An overhang of 2' on the back adds extra space in the upper bedrooms. This side also boasts a wide sliding glass door in the recreation room and extends living out onto a



terrace. Overhang on rear of upper floor increases size of bedrooms at rear.

In all there are 2,361 sq. ft. of floor space, making the house a good investment at \$22,500. The first prospect bought while foundations walls were being poured, impressed by its excellence of design, generous plans, the streamlined kitchen and two working fireplaces.

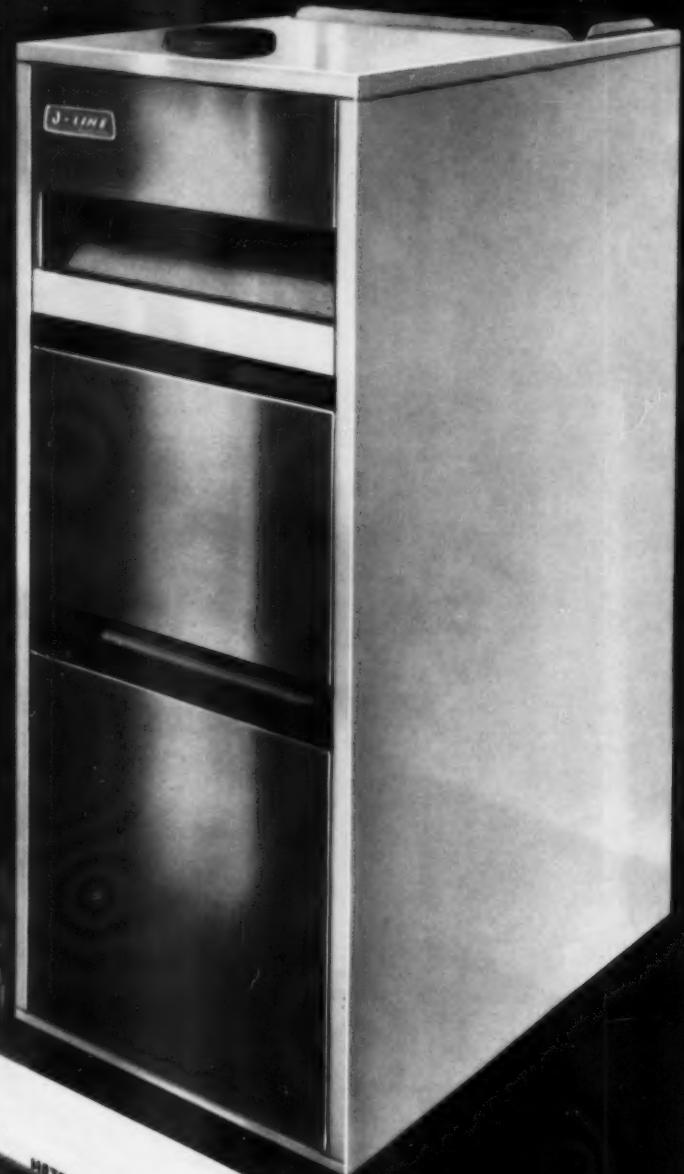
new

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**pace-setter in heating**

**QUALITY · DEPENDABILITY · ECONOMY!**



The J-Line furnaces are available in downflow models, shown here, or in upflow (shown on cover). For extra air delivery, belt drive blowers may be ordered. Sizes from 65,000 to 120,000 Btu hr. meet most requirements for new homes, apartments, home modernization.

**NOW...** every home can have true, quality heating at really rock-bottom prices! The new J-Line brings you the many exclusive features and complaint-free engineering that have made the Janitrol name famous for over 50 years.

You save in cost due to the manufacturing economies made possible by Janitrol's new high-production facilities. Also, the savings of modern design and the elimination of useless decorations are passed on to you.

Compare the J-Line feature for feature and dollar for dollar. You'll find the J-Line has many features not even offered in higher priced lines.

*check these extra features*

**Slim-trim styling**—compact, crisp modern cabinet design in warm, two-tone neutral colors that add richness to any home.

**Compact**—space saving—most models take up less than 4 square feet . . . give you extra floor area.

**Quiet**—balanced blowers are rubber-cushion supported for quiet air delivery.

**Unidrive blower**—full capacity air delivery with lower power consumption . . . saves at least \$5.00 per year!

**Automatic controls**—sensitive thermostat, pilot lighter, and operating controls are standard.

**Efficient air filters**—replaceable-type, to remove dirt and dust are included.



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## SPECIAL WESTERN SECTION



Using a "buy now" theme the above newspaper ads are sponsored by San Diego builders in their Buy A Home campaign

## Industry combines ad efforts

### Design six months campaign in both print and radio-tv to bolster home sales in San Diego & nearby areas

A hustling ad push, using newspapers, plus radio and TV spots, has been set in motion by the San Diego Building Contractors Association. The cam-

paign, in the \$40,000 bracket, will stress the values of home ownership. The six month pitch to the San Diego area is being supported by contractors, builders and suppliers.

"The San Diego building industry has taken the initiative in developing a program outlining reasons for buying a home now," says Charles A. Taylor, exec. v.p. of the SDBC. The program runs through the end of September.

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San Francisco 11, Cal., 916 Kearny St.  
GArfield 1-7004—Lewis A. Vogler

Portland 5, Oregon, Terminal Sales Bldg.  
CApitol 7-4993—Peter W. Klaner  
Larry Conaway

## Foam basic unit in wall

**Plastic slabs fitted into walls provide plaster base and concrete forms. Result: lightweight insulation**

In El Centro, Calif., builders are talking about a new application for Styrofoam insulation.

In a recently completed health center there, the Styrofoam forms the main body of  $6\frac{1}{2}$ " walls.

The slabs are part of a new method of construction developed by Joseph Golden, engineer, at Golden, Bryant & Jehle, architect-engineers in El Centro.

Golden's approach works this way:

The slabs are set against temporary falsework, leaving 4" rib spaces between each slab. In these spaces, reinforcing crews insert  $\frac{1}{2}$ " bars, besides reinforcing at the tops of walls and other areas.

Then, they apply electrically welded mesh over outside face of the slabs.

Now the walls are ready for gunite, which is sprayed on the outside wall and into the 4" rib spaces.

Inside, plaster workers apply plaster directly to the slabs, which need no furring or lathing. In some cases, stucco matting may be applied over the inside wall face to control plaster cracking.

Although the Styrofoam wall is slightly more costly than a wood frame stucco wall, for example, and somewhat more expensive than a lightweight pumice block wall, it offers compensating savings.

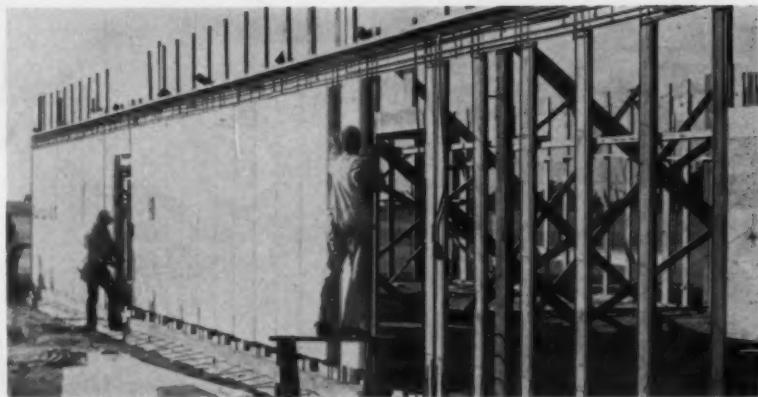
For one, there are savings in air-conditioning equipment. Golden estimates that the insulating properties of the wall (U-factor: 0.05) saved the health center \$2,800 in cooling equipment.

Furthermore, the wall weighs only 35 pounds per square foot, obviating costly foundations and bracing.

In addition, the cost of the Styrofoam (at 10 cents per board foot) is less than the cost of the gunite concrete that it displaces.

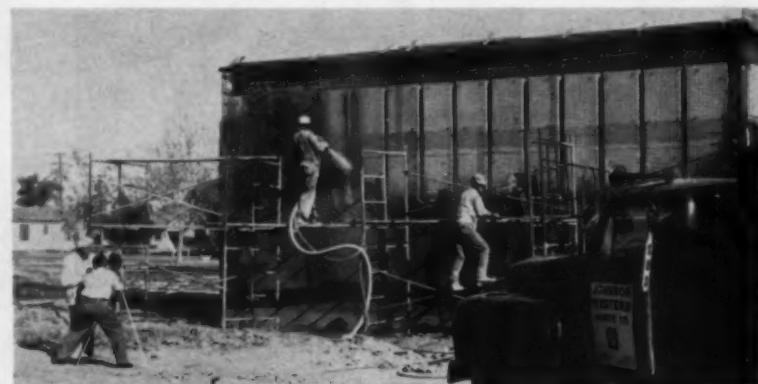
Wall framing costs are low, too, since the falsework is quickly erected and is completely re-usable in the roof or elsewhere in the structure.

These advantages have encouraged the expansion of Styrofoam walls. To date, over \$35,000,000 in schools, hospitals, and other buildings have been built with Styrofoam walls.



**The construction sequence is simple and time-saving**

Carpenters first erect temporary forms, consisting of 2x6 (or larger) planks. Styrofoam slabs are then toe-nailed to this falsework, leaving 4" spaces between slabs for reinforcing bars. Plumbing and electrical subs follow with piping and conduits.



**Gunite concrete is sprayed on the Styrofoam slabs**

Before this step is taken, however, an electrically welded mesh is applied over the exterior face of the slabs. The gunite is then applied to the outside wall face, usually to a 2" thickness, simultaneously forming 6" deep ribs between the slabs.



**Completed building has light-weight, well-insulated wall**

The lightness of the walls means savings in foundation costs. And because of the insulating qualities of the Styrofoam, the developers estimate that the savings in the air-conditioning equipment is more than equal to the total cost of the plastic slabs.

# *In the Kitchen, too...* the name to remember is

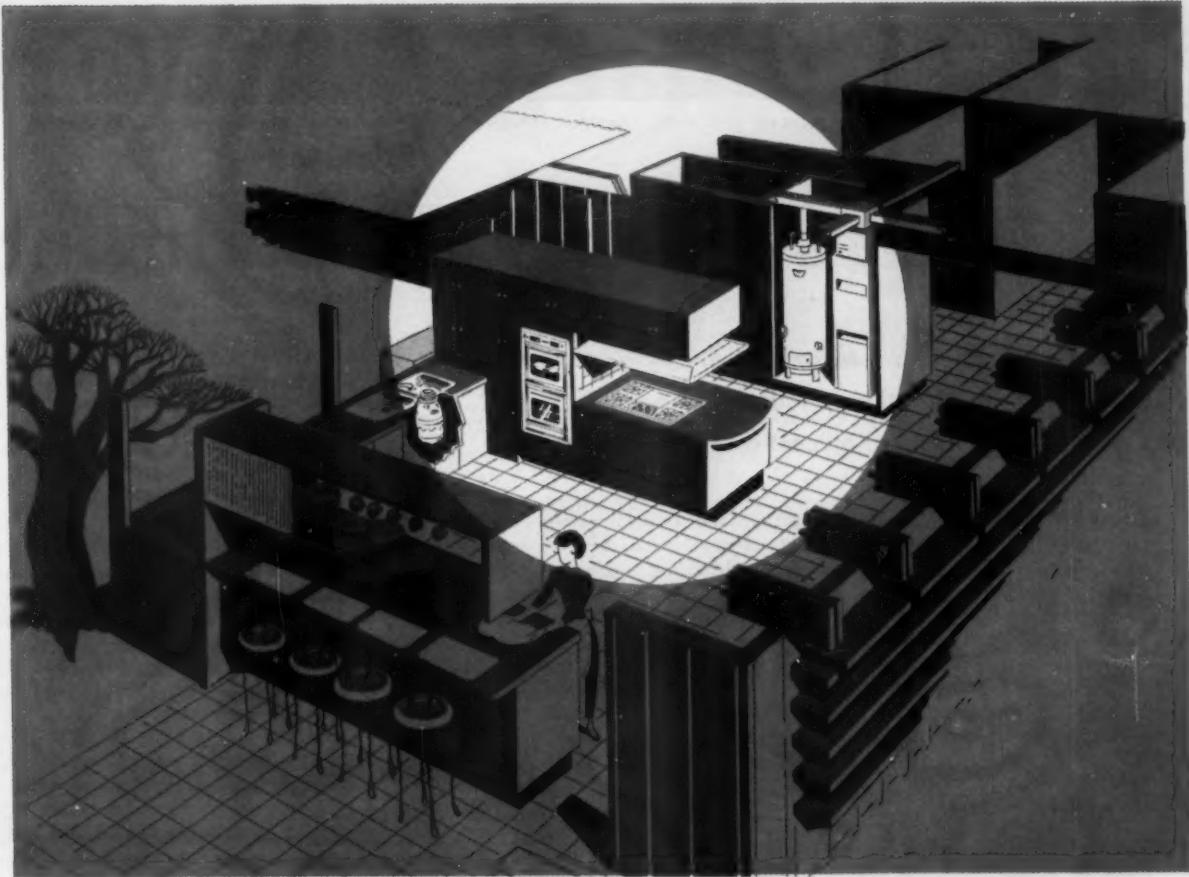
# PIONEER

Long famous for its high quality water heaters, heating and air conditioning equipment, PIONEER now serves the building industry with a line of top-grade kitchen appliances that add outstanding utility and beauty to "the room that sells the house."

PIONEER built-in range tops, single ovens and double ovens, as well as slip-in range and oven combinations feature a flexibility that fits almost every kitchen plan. Their stylish design and colors—brushed chrome, coppertone, pink, yellow and turquoise—harmonize with any decor.

PIONEER garbage disposals and range ventilating hoods combine powerful, effective action with smooth, quiet operation. They are the modern means to rid the kitchen of hot air, odors, grease and food wastes.

For ease of installation . . . for home owner satisfaction . . . for all-around builder value, the name to remember is PIONEER.

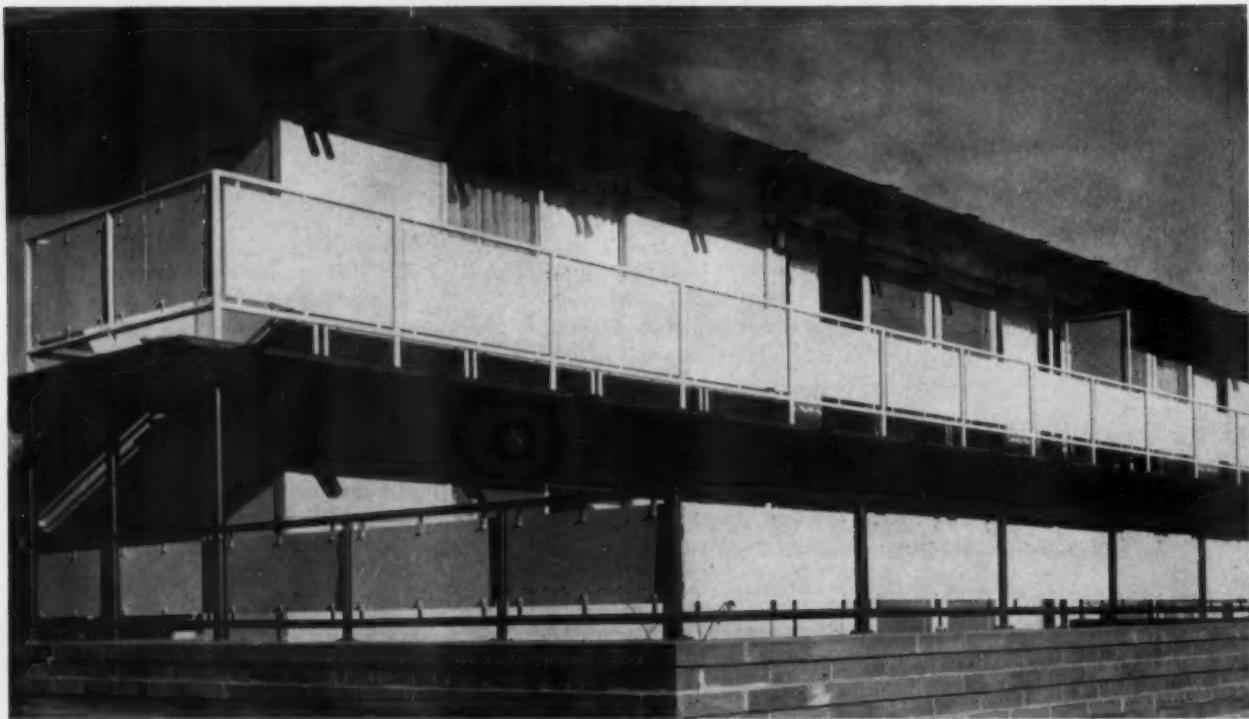


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# SPECIAL WESTERN SECTION



Built mainly of plywood, these apartments are part of the Tsunoda Garden Apartments located at Mountain View, Calif. Premier

## 2.4.1. system cuts apartment

**Using 2.4.1. structural technique and 4x8' plywood panels for roof, wall sheathing, Tsunoda Apartments (Mt. View, Cal.) showed construction cost of \$9.00 per sq. ft.**

Premier Construction Co., San Jose, Cal., using fir plywood as the basic material, completed the Tsunoda Garden Apts., Mountain View, Cal., at a cost of \$9.00 per sq. ft. The structures were planned around a four-foot module.

Over a monolithic concrete foundation with 2x4 redwood sills, 4x8' panels of 1-1/8" plywood are used as subflooring. The substructure consists of 4x6 beams 4' apart. Intermediate support of beams is provided by posts resting on concrete piers.

Developed by Douglas Fir Plywood Association, the technique is termed the 2.4.1. system.

Blocking (2x4s) placed edgewise is suspended in metal hangers between beams. As the plywood panels are laid, each block is moved separately into position and nailed.

Jack Douglas, job superintendent, estimates that the floor cost of laying and nailing was four cents per sq. ft. Other methods are reported to run around seven cents per sq. ft.

"In the first 34,000 sq. ft. laid there was only one wasted panel and that was due to a miscut," Douglas said.

Another ingenious money-saving practice has been to drop down a small section of the hall ceiling to a 7' height. Flues running to wall registers high in each room opening off the hallway are concealed above the false ceiling.

One of the best uses of fir-plywood has been a combined ceiling and roof sheathing. In the Tsunoda buildings, the exposed ceiling side is relief grain fir plywood. It is bench-finished with two coats of clear, flat sealer, which contrast nicely with the exposed fram-

ing members. These are finished in dark, flat brown. This is a color that which helps conceal checking.

Douglas claims that three men can lay and nail an average roof on the project in one day.

"With boards, it would take the same crew about two and one half days," according to Douglas.

Built-up roofing consists of 1" thick insulation board applied over the sheathing; and includes 1/4" covering, of volcanic red rock.

Douglas says that not one sheet of plywood was lost in the first 15,000 sq. ft. of roof covered.

The roof sheathing is laid over prefabricated trusses. On the 24' span they are double 2x6's on the top chord and a 3x4 bottom chord; across the 32' width they are double 2x6's with a 3x6 between. Trusses are spaced four feet o. c.

Another asset is the fact that when the roof is on, the ceiling is finished.

The system was employed as a combined second floor and first floor ceiling, in the two level buildings. Relief



Construction Co. built the 70 units.



**Long wall of one story building shows unique design**

View shows block party walls and dividers which create privacy for apartment patios. Wall panels are scored plywood. Apartments built on the project cost total \$650,000. Low cost was result of \$9.00 per sq. ft. construction figure.



**Plywood panels simplify roof construction**

Project superintendent Jack Douglas claims that three men can lay an average roof on the project in one day. This is against 2-1/2 days using conventional methods. Cost has been slight using the 4x8 plywood sheathing.



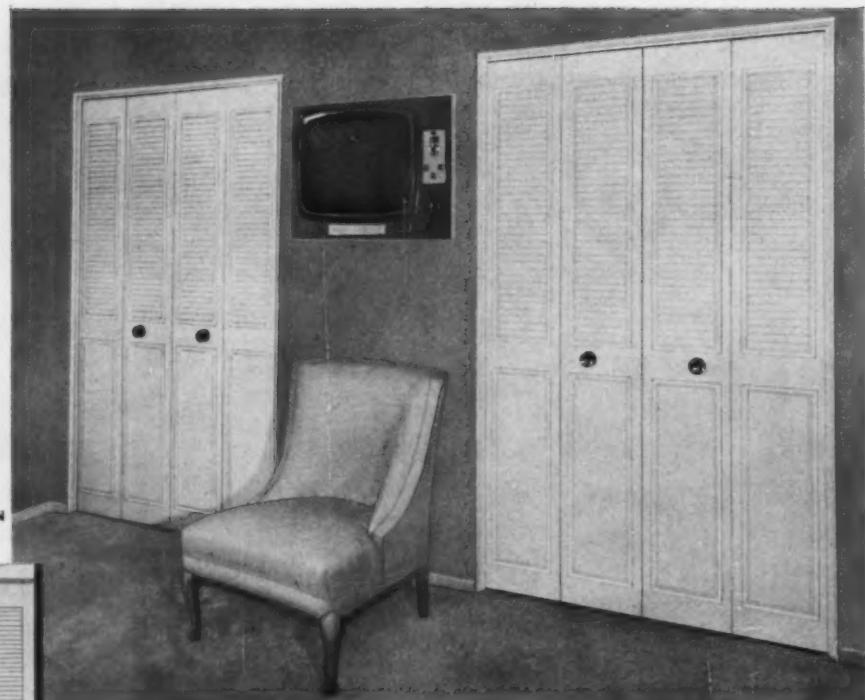
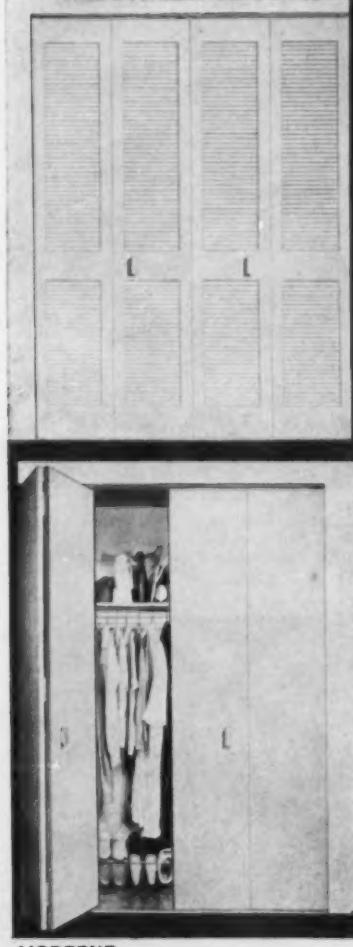
**Method combines roof sheathing and ceiling.**

One of the best uses of fir plywood has been the combined ceiling and roof sheathing. Exposed ceiling side is relief grain fir plywood. It has been benched-finished with two coats of clear, flat sealer, which contrasts with exposed framing.

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## SPECIAL WESTERN SECTION



BEFORE Stroberger, this kitchen featured a tile sink and a circa 1935 atmosphere.

### Quality work pays off for remodeler

Remodeler Harold Stroberger of Portland, Ore. has discovered that quality pays—handsomely.

A few years ago, he switched from

homebuilding to remodeling, partly to escape the seasonal interruptions he suffered in building homes.

He insisted from the beginning, however, that he would spend the extra time and effort to do solidly competent work. In return, he charged high prices.

Stroberger's formula clicked. His reputation for craftsmanship quickly spread, and now he's usually swamped with work.

Stroberger apparently stepped into a market carved out by second-class workmanship.

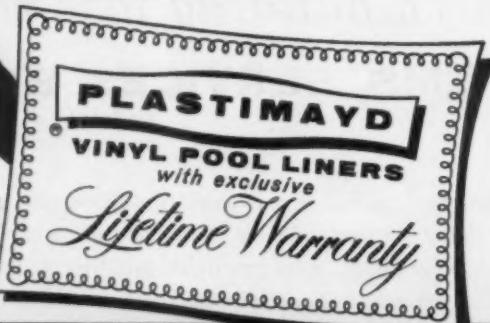
"The day of building really good homes," he has found, "seems to be gone. I see too many poorly crafted jobs to believe otherwise."

The before-and-after kitchen shown here demonstrates Stroberger's approach. He used Ponderosa Pine, with Idaho White Pine plywood for the cabinet fronts, overlaying existing doors to match these new woods. For this kind of carpentry alone, Stroberger was paid \$1200.

## SALES APPEAL assured with a SWIMMING POOL

You can build extra sales appeal into your homes at little extra cost when you include a Plastimayd Swimming Pool in your plans. Write today for catalog and full details.

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"Innerlock"  
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AFTER—Stroberger adds modern touch with new sink, cabinets, and box beams.

# "Volume has increased tremendously because of *Chambers®*"

says David Hecht, custom-kitchen  
builder in Norwich, Connecticut.

This progressive builder continues his enthusiastic comments about the profitability of the CHAMBERS line saying, "This is the first time I've been able to promote kitchen appliances without fear of discounters — and at full profit!" He knows, and more and more builders are learning, that exclusive CHAMBERS features plus the policy of keeping distributors *exclusive*, add up to full-profit sales every time.

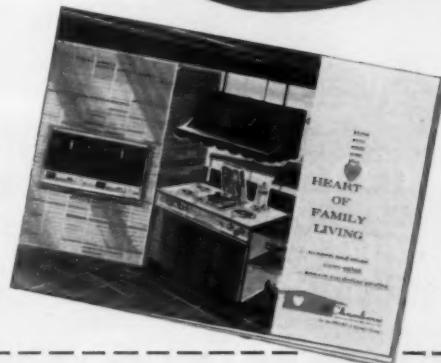
## **Put Chambers proven "STEP-UP-TO-PROFIT" selling plan to work for you!**

Here's a selling plan that has been proved successful time and time again! CHAMBERS shows you how to use the "HEART of Family Living" to create more selling opportunities — at top-dollar profits! It lets you promote and advertise the lowest possible package prices in built-in kitchen appliances — then helps you *step up sales* to top quality at top profit! Get your copy of CHAMBERS "HEART" selling book . . .

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Mail the coupon or call your CHAMBERS distributor for all the details on the *proven* selling plan that really makes sense. You'll be glad you did!

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windows installed as single, double and multiple units give this home modern external styling . . . bright, light and airy living to every room inside.

## MALTA QUALITY WINDOWS



**MALT-A-VENT**  
modern, all-purpose wood windows were used to enclose this winter-tight, summer-bright sun room. All around aluminum weatherstrip seals out water, wind and dust.

## MAKE REMODELING EASIER,



**MALT-A-GLIDE**  
horizontal sliding units with lift-out sash turned an open porch into a cozy year 'round living area. Full weatherstripping and aluminum sill provide easy operating . . . winter tight seal.

## MORE PROFITABLE

Malta windows have what every builder and remodeler wants — quality, beauty, versatility and adaptability . . . at a price to meet even the most modest budget.

Whether the job calls for external restyling, enclosing a porch or adding a new wing, there's a Malta wood unit compatible with the existing designs . . . adaptable to varying wall thicknesses . . . pre-fit and ready to install with little time and effort.

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and N. W. M. A.

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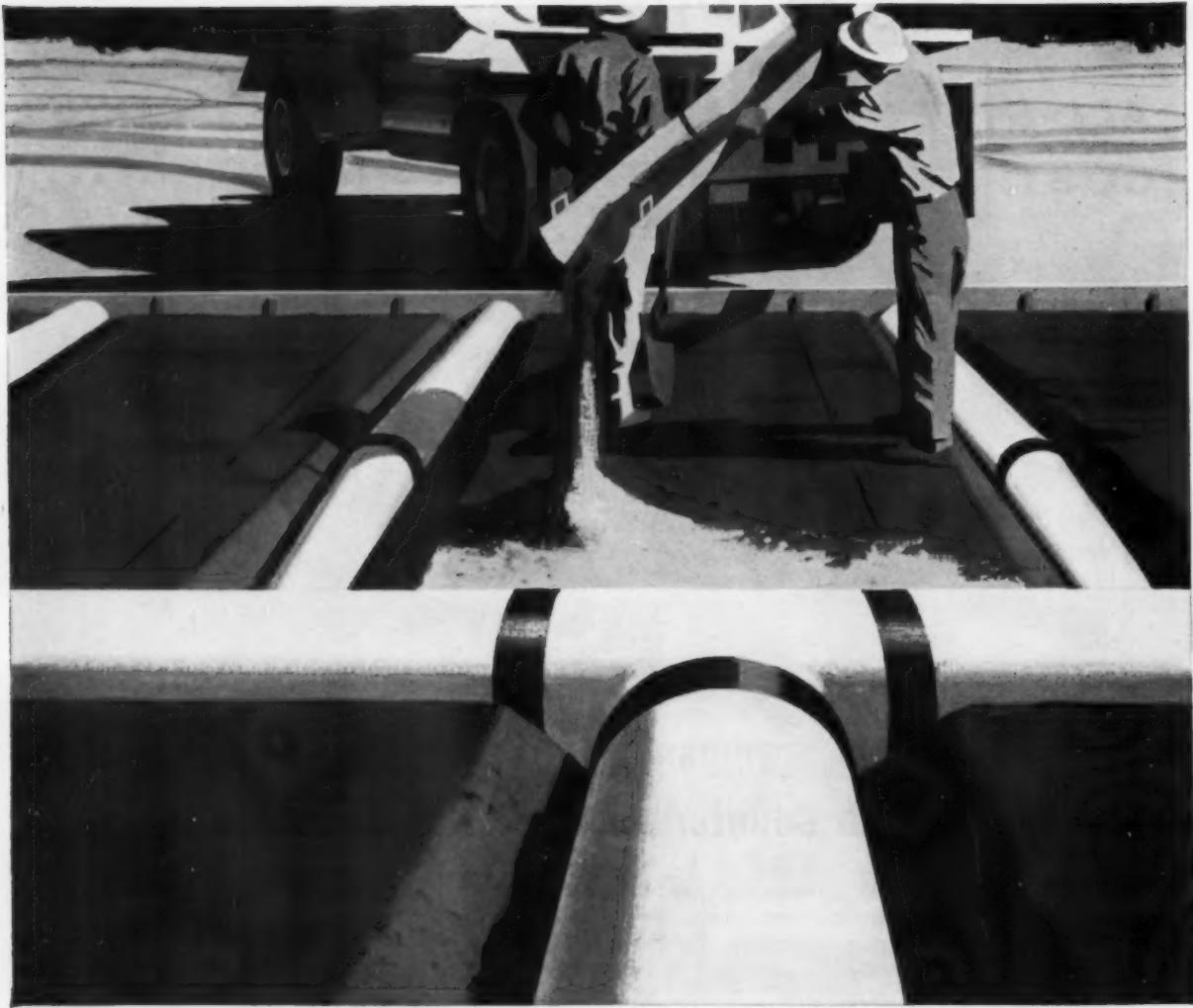
Photo Shows Door Installation in  
Butler Steel Building

THE  
**LOWEST-PRICED  
MOST DURABLE  
ELECTRICALLY-OPERATED  
DOOR EVER MADE**  
**FOR RESIDENTIAL OR  
INDUSTRIAL USE**



**PANEL-LIFT DOOR CORPORATION**

Wholly-owned subsidiary of Standard Tech Industries, Inc.  
1724 CHESTNUT STREET—PHILADELPHIA 3, PA.



You only pour concrete once with

## K&M Asbestos-Cement Air Duct!

**K&M Asbestos-Cement Air Duct** lays directly on vapor barrier, requires no concrete encasement and no anchoring, AND won't float.

K&M Asbestos-Cement Air Duct trims down your installation cost in slab buildings through its inherent strength and weather-resistance.

For example, you can store it outdoors, and even walk on it during installation. You save on wastage, because you can cut K&M Asbestos-Cement Air Duct to fit right on the job. A chisel or carborundum disk will cut this modern duct for stack head takeoffs for registers and diffusers. Handling is easy because K&M Asbestos-Cement Air Duct is lightweight. Its 13-foot lengths

require fewer joints. (Pipe sizes are 4", 6", 8", 10", 12", and 14" diameters.) Finally, you can pour the concrete slab floor in one operation, after quickly sealing the pipe joints with K&M Air Duct tape.

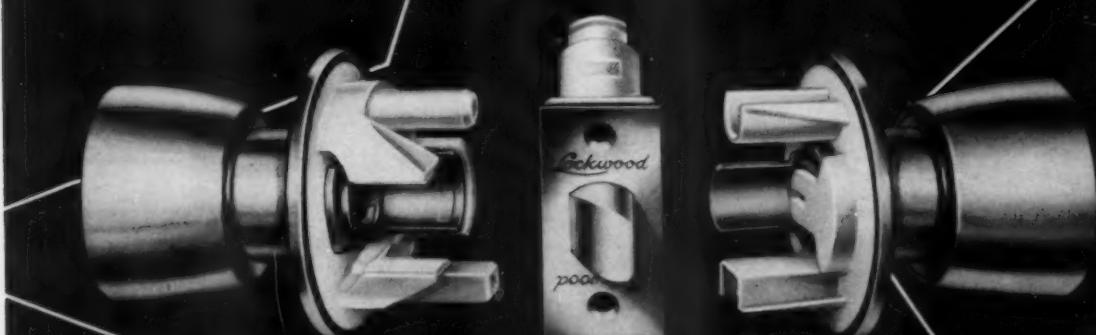
Once installed, K&M Asbestos-Cement Air Duct is practically indestructible. Won't corrode or deteriorate. Won't crack or weaken under normal super-imposed loads on the concrete floor. Its bore remains smooth and clean, assuring even, unimpeded air flow.

For more information on the lasting quality, heat transmission efficiency, and overall savings of K&M Asbestos-Cement Air Duct, write to: Keasbey & Mattison Company, Ambler, Pa., Dept. P-3671.

# Keasbey & Mattison at Ambler



# A LOCKWOOD FIRST



## NYLON BRINGS EXCLUSIVE FEATURES!

**YOU AND YOUR HOMEOWNERS** will get more out of this revolutionary new Lockwood "R" Series with internal parts of industrial nylon. Why? Because Lockwood has put more into it . . . more time-saving, cost-saving, trouble-saving features than have ever been put into any lockset.

### FOR YOU . . .

- **FOOL-PROOF INSTALLATION . . .** Thanks to the ultra simplicity of design and the self-aligning latch which functions perfectly despite improper boring.
- **NEVER A CALL-BACK . . .** Not one in hundreds of thousands of installations.
- **INSTALLATION TIME SAVINGS . . .** This lockset literally falls into place . . . and exposed double-lead through-bolts slash time by 50%.
- **3 SPARKLING DESIGNS . . .** Choose from popular Thunderbird—modern Starfire and classic Delmar.
- **A BONUS OF GOOD WILL . . .** from your customers for using the most modern, longest lasting lockset on the market.

### FOR YOUR HOMEOWNERS . . .

- **QUIET, SMOOTH OPERATION . . .** Resilience eliminates rattle and click of metal parts giving the feel of a heavy duty, commercial quality lock.
- **FREEDOM FROM MAINTENANCE . . .** Nylon parts never need lubrication.
- **EXTRA YEARS OF SERVICE . . .** Grueling endurance tests equaling 80 years of normal use failed to show wear.
- **CORROSION RESISTANCE . . .** Nylon parts withstood extremes of humidity, temperature and corrosive atmosphere without deterioration.

**LOCK UP WITH LOCKWOOD**

# LOCKWOOD

LOCKWOOD HARDWARE MANUFACTURING COMPANY, FITCHBURG, MASS.



6129

## MARLITE Colors and Patterns Complement Any Interior!

Beautiful decorator colors. Authentic Trendwood® reproductions. Distinctive marble and design patterns. Marlite paneling, styled by American Color Trends, lends the right decorative touch for every interior. Walls of Marlite stay like new for years, yet require only minutes of care. Unlike many "finished" wall panels that dull with age and damage through use, Marlite's soilproof baked plastic finish shrugs off grease, stains, mars—even heat!

Quickly installed over old or new walls, Marlite offers almost unlimited decorating possibilities in remodeling or new construction. The large 4' x 8' panels or 16" x 8' planks are easy to cut and fit. They reduce your "in place" costs, help you meet promised completion dates.

Get complete details from your building materials dealer, consult Sweet's File, or write Marlite Division of Masonite Corporation, Dept. 703 Dover, Ohio.

# Marlite®

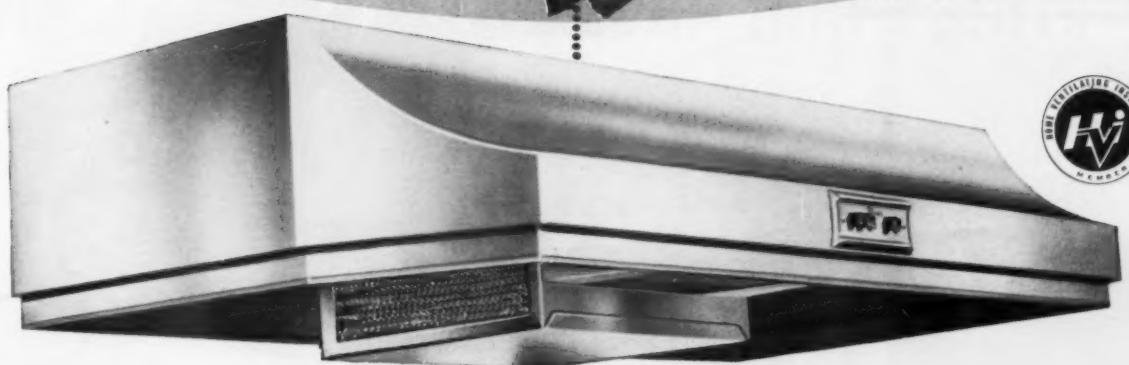
plastic-finished paneling

MARLITE IS ANOTHER QUALITY PRODUCT OF MASONITE® RESEARCH

MARLITE BRANCH OFFICES AND WAREHOUSES: 204 Permalume Place N.W., Atlanta 18, Georgia • 18 Moulton Street, Cambridge 38, Mass. • 4345 James Place, Melrose Park, Illinois (Chicago) • 8908 Chancellor Road, Dallas 35, Texas • 1657 Powell Street, Emeryville, California (Oakland) • 3028 Leonis Blvd., Los Angeles 58, California • 39 Windsor Avenue, Minola, L.I. (New York) • 2440 Sixth Avenue So., Seattle 4, Washington

*looks perfect in the kitchen*

*... is perfect in performance*



## *Broan* Dual Blower Range Hood

Under the surface of this hood you find one of the best engineered blowers available. A genuine four pole motor — not a noisy two pole — drives two large 5 1/2 inch "squirrel cage" wheels for high performance against high duct pressures. Quietness is inherent in every centrifugal blower of this type, but Broan goes a step further by mounting the motor on neoprene to eliminate vibration noise.

Installation is fast and easy. If range is on an outside wall, you discharge straight out the back of the hood without even cutting a hole in the cabinet. Vertical discharge is also possible.

Other features are lifetime aluminum filters, recessed light, built in damper, push button controls, 5 year guarantee and "HELIARC" welded construction that leaves no seams to collect grease.

For full details, specifications and colors, please write



Manufacturing Company, Inc.

946 West State Street, Hartford, Wisconsin  
NEAR MILWAUKEE

Specialists in Quality Ventilating Equipment for Over 25 Years

In Canada: Manufactured by Superior Electric, Ltd., Pembroke, Ontario

### *Broan* Mixed-Flo Range Hood a great performer in saving space and money

Here is the greatest value leader in a low priced range hood, fully assembled, ready to install from the carton and sales packed with every major feature wanted by knowledgeable housewives. Exclusive Broan Mixed-Flo fan blade delivers blower-like air stream with whisper-quiet action. Horizontal or vertical discharge, no lost cabinet space, push button controls, twin lights, removable aluminum filter, etc. Write for full information.



DUAL-BLOWER  
ISLAND HOOD

Has the same engineering features and advantages as the regular Dual-Blower Hood.

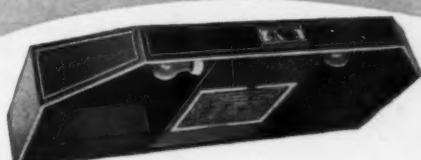


DUCT-FREE HOOD  
COMBINATION  
with Air Refreshing  
Charcoal Converter

A slim line converter that mounts atop any Dual-Blower or Mixed-Flo Hood for Duct-Free service.

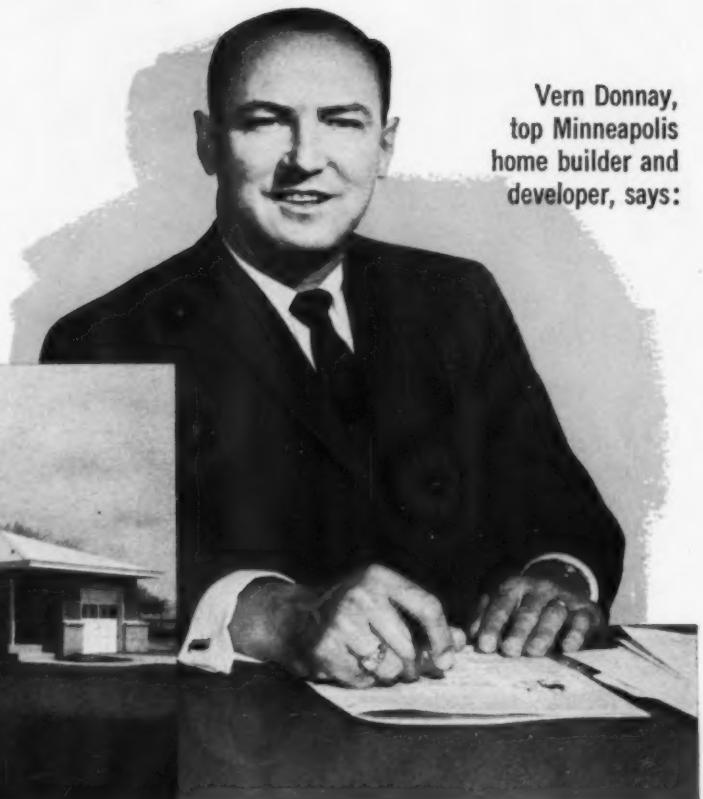


Broan Mixed-Flo Range Hood — winner of the Quality Builders' Product Award



Vern Donnay,  
top Minneapolis  
home builder and  
developer, says:

Quality homes such as these sell for \$12,000 to \$25,000 in 9 models at Donnay's Oak Park development and Brookdale Estates.



Prove it yourself...discover how



ADMINISTRATIVE CENTER, BENTON HARBOR, MICHIGAN

Manufacturer of RCA WHIRLPOOL Automatic Washers • Wringer Washers • Dryers • Washer-Dryers • Refrigerators • Freezers  
Ice Cube Makers • Ranges • Air Conditioners • Dishwashers  
• Food Waste Disposers • Dehumidifiers • Vacuum Cleaners.

Gas and electric ovens and range tops utilize interchangeable cutout dimensions . . . make possible a choice of gas or electricity with no added expense. New fast-installation designs cut labor, help increase profits. In colors or brushed chrome, 24" and 30" sizes. Shown: Model HE155 oven, HE840 top.

Use of trademarks  and RCA authorized by trademark owner Radio Corporation of America

# "There's no question... RCA WHIRLPOOL appliances help our homes sell easier and faster"

Vern Donnay Construction Co., Inc., of Minneapolis-St. Paul, is one of the top creative developers in this area. Last year, the firm produced and sold over 800 homes . . . a record that indicates their technique of researching every design before presenting it to the home-maker pays off handsomely in sales. They are just as selective about the appliances that are built into their homes, and their choice is RCA WHIRLPOOL. Here's why:

"After a careful study, we decided to install RCA WHIRLPOOL appliances in our homes because of their attractiveness, durability and convenience in cleaning. For example, it is very simple to dismantle the oven for cleaning, eliminating the necessity of having to reach over the open oven door and straining to reach the back of the oven. Homemakers appreciate RCA WHIRLPOOL appliances and they are an excellent tool in helping us sell more homes."

**RCA WHIRLPOOL appliances can help your homes sell faster...easier!**



**New modular ranges** look built-in, yet require only 30" of space. Can be installed quickly and at low cost, requiring a single electrical connection, one countertop cut-out, no moldings or seals. Available in a choice of decorator colors, and offering top features. Shown: Model HE3000.



**Built-in dishwashers** with famous Filter-Stream\* washing action provide the remarkably efficient dishwashing performance that keeps on selling and re-selling itself every day. Select-A-Door\* panel system lets you match panels to decor in an instant! Impeller and spray-arm models. Shown: Model FU-70B.



**New automatic-reverse disposer** instantly clears almost any jam which might occur at start or during operation . . . automatically. This feature makes the RCA WHIRLPOOL Imperial Disposer an extra selling advantage in any home. Custom models with manual reverse also available. Shown: Model SHD-31.

**There's a complete line of profit-building RCA WHIRLPOOL appliances available to builders . . .  
call your RCA WHIRLPOOL distributor for full information.**



# TRAFFIC STOPPER

**She'll stop, look and talk about the home with this wall-hung toilet. Why not! One glance tells a woman this is good contemporary design that will look new for years to come...practical design that allows her to clean with ease under and around fixture. Genuine vitreous china in color or white. When your salesman shows her the seat and cover that snap off for thorough, quick cleaning, she'll know that this is really a modern bathroom in a modern home. For details see your American-Standard representative or write AMERICAN-STANDARD, PLUMBING AND HEATING DIVISION, 40 W. 40 St., New York 18, N. Y.**



American-Standard and Standard® are trademarks of American Radiator & Standard Sanitary Corporation



## AMERICAN-Standard

PLUMBING AND HEATING DIVISION

# BOON FOR BUILDERS

## SANTA ROSA saw-textured board-on- board redwood siding



All the natural warmth and beauty of redwood is enhanced in our new **PALCO Santa Rosa Siding** — saw-textured for added visual interest and greater durability. Saw-textured siding holds stains and other finishes longer and weathers beautifully. Home buyers like its rich, handsome appearance, its long life and low maintenance. Packaged in dust-free, water-repellent paper wrap for on-site protection. Another PALCO Architectural Quality product, the standard of comparison since 1869.



PROFIT WITH  
**PALCO**<sup>®</sup>  
THE PACIFIC LUMBER COMPANY



100 Bush St., San Francisco 4, Calif.  
35 E. Wacker Dr., Chicago 1, Ill.  
2185 Huntington Dr., San Marino 9, Calif.

# "NEVER ANY COMPLAINTS OR CALL-BACKS WITH BIRD WIND SEAL SHINGLES®"

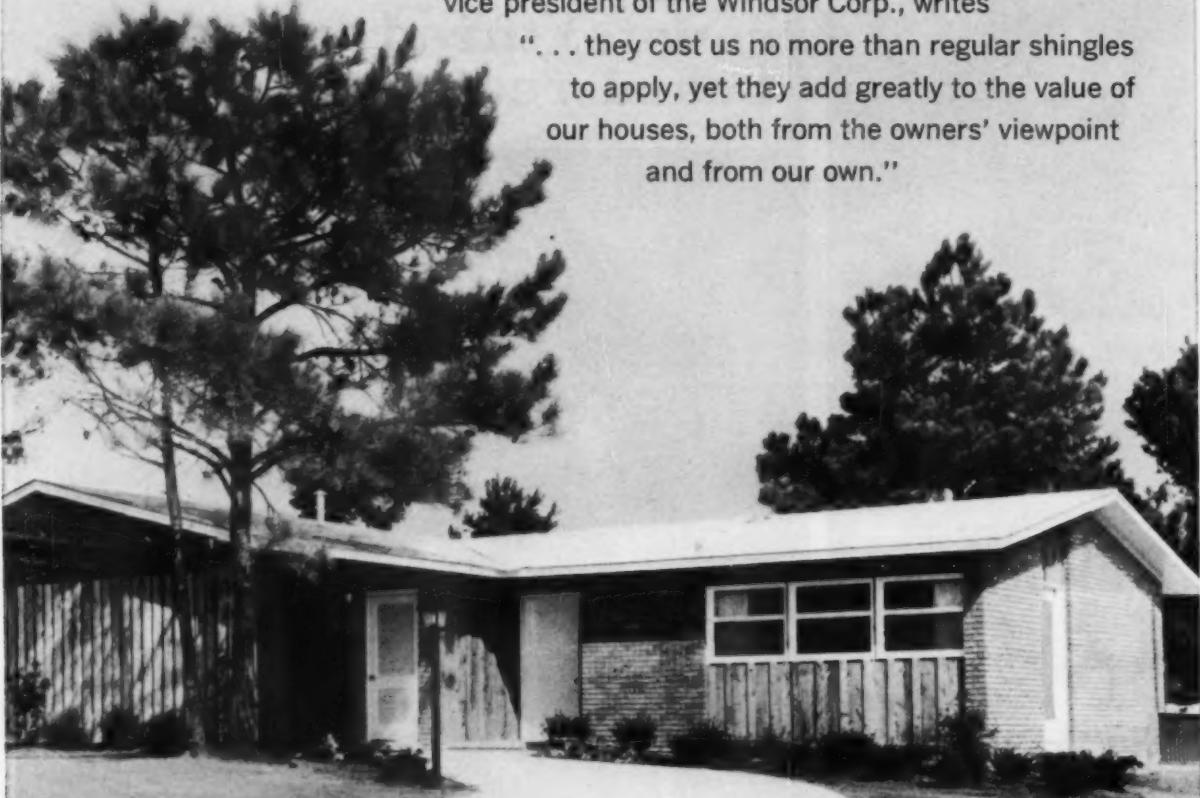
THE FINE CONTRACTORS  
OF THE AWARD-WINNING

"WINDSOR" MODEL HOME, COLUMBUS, GA., use only Bird asphalt shingles in their developments. H. S. "Buddy" Roberts, vice president of the Windsor Corp., writes

"... they cost us no more than regular shingles to apply, yet they add greatly to the value of our houses, both from the owners' viewpoint and from our own."



Left, Ben D. Tyler, president; below, H. S. Roberts, vice president, Windsor Corp., Columbus, Ga. Their Kingston Subdivision, formed in June 1960, will consist of 125 homes, of which they plan to complete about 70 by the end of 1961.



This is the Windsor Corporation's Model Home that won the American Builder Magazine's Award of Excellence.

**BIRD**  
*Wind Seal*  
SHINGLES



Here's why the Bird Wind Seal Shingle is absolutely hurricane-proof. These dots of adhesive are activated by the sun, cementing every shingle down in a mighty grip that does not let go.

BIRD & SON, INC., E. WALPOLE, MASS. • SHREVEPORT, LA. • CHARLESTON, S.C. • CHICAGO, ILL.



## "With the price of copper down, gutters made of wood are out of the picture in the homes we build today,"

*Says NICHOLAS E. FIGLIOLA, President  
MACY PARK CONSTRUCTION COMPANY, HARRISON, N. Y.*



Here you see John Jorno, Co-Owner, RYE ROOFING & SHEET METAL CO., Rye, N.Y., installing one of the 2" x 3" Revere Copper Leaders on this new home being built by Macy Park Constr. Co., Inc. Revere Copper was also used for gutters and flashing.

"We've always preferred copper for the gutters in our homes. Now, with such a small spread between the cost of installing a copper gutter and one made of wood, we wouldn't feel as though we were giving the buyer the best value for his money unless we used copper. What's more, copper lasts longer, and you don't have to keep painting it every few years as you do with wood."

"It has also been our experience that copper gutters, leaders and flashing mean a great deal in convincing the prospective home owner that he is getting the most for his money."

At today's prices, take a new look at copper, the preferred material for gutters, leaders and flashing. You, too, will find it pays to use copper on your homes. To make certain of its quality, specify Revere . . . oldest name in copper in the U.S.A.

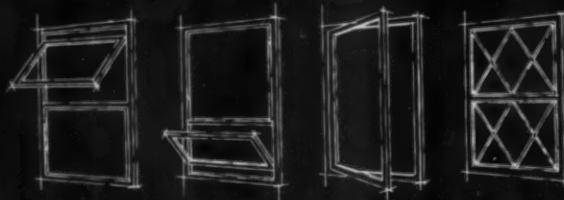
### REVERE COPPER AND BRASS INCORPORATED

*Founded by Paul Revere in 1801  
Executive Offices: 230 Park Ave., New York 17, N. Y.*

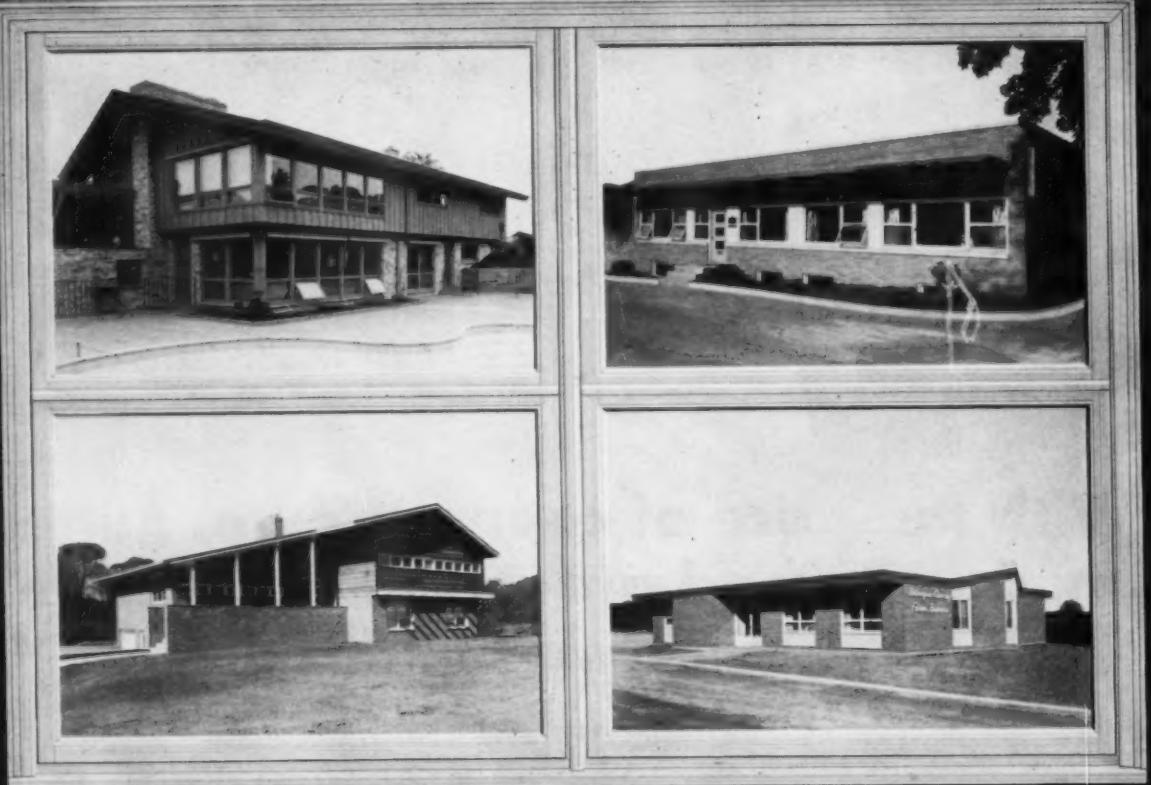
*Mills: Rome, N.Y.; Baltimore, Md.; Chicago and Clinton, Ill.; Detroit, Mich.; Los Angeles, Riverside and Santa Ana, Calif.; New Bedford and Plymouth, Mass.; Brooklyn, N.Y.; Newport, Ark.; Ft. Calhoun, Neb. Sales Offices in Principal Cities.*

*Distributors Everywhere*





4-WAY  
**Qualitybilt**  
WINDOWS



## *incomparable Qualitybilt 4-Way windows...*

Take a good look through the handsomest, most popular window line available . . . Qualitybilt 4-Ways! Right at home in any architectural situation, these versatile units perform flawlessly as Awning, Hopper, Casement, or Fixed windows; fit any type of wall construction. Styled for modern living . . . crafted for a lifetime of service in the famous Qualitybilt tradition, yet priced for modest budgets.

FARLEY & LOETSCHER MFG. CO. DUBUQUE, IOWA

# SELL MORE HOMES THIS YEAR WITH GM-DELCO'S TRIPLE SALES OFFENSIVE

1

## NEW YEAR-AROUND COMFORT BY DELCO

GM-Delco residential specialists have developed a completely new line of heating equipment and air conditioning for year-around comfort . . . all of it compatible in a single central system. There's a hot, new line of Delco gas and oil furnaces, bolstered by a solid selection of air conditioning units and heat pumps. Remember this vital point: Delco heating may be installed now—air conditioning later.

2

## NATIONAL ADVERTISING THAT PRE-SELLS THE GM-DELCO NAME

Your prime home-buying prospects are reading big, persuasive, full-color GM-Delco advertisements in The Sat. Eve. Post, American Home, Better Homes & Gardens and other "shelter" magazines. They will spot your home as quality-built when they see your Delco installation. Advertising and the General Motors name help you sell homes.

3

## A FLEXIBLE, LOCAL MERCHANTISING PACKAGE TO FIT YOUR MARKET

Take your pick of the tops in billboard signs, local radio and TV scripts, 1000 and 500-line newspaper ads, brochures and tack-up signs for your model homes. They are available for your selection in Delco's hot new merchandising package. And they're all designed to sell the quality of your homes . . . and help you sell more homes.

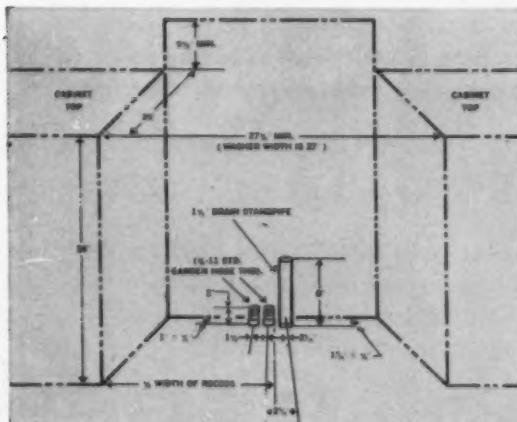
*The brand name  
that identifies your  
homes with quality*

**GM Delco 365  
CONDITIONAIR**

DELCO APPLIANCE DIVISION, GENERAL MOTORS CORPORATION, ROCHESTER 14, N. Y.



## Install the new General Electric Filter-Flo® Washer flat against the wall... and save valuable space!



The General Electric 1961 Filter-Flo Washer may be installed flush-to-the-wall, as shown above, with special Installation Kit which is available from the General Electric Distributors. The kit contains drain hose, drain air-brake and complete, detailed directions.



To give your kitchens or utility rooms a custom-built effect—all hose and plumbing connections are recessed—in most models in the new 1961 line. Every Filter-Flo model is counter height and depth, 36" by 25". And that's what the ladies love today!

They'll love the new 12-lb. capacity, too—20% more than in previous models and now found in every model. A typical 12-lb. load is 3 double sheets, 4 pillowcases, 3 men's shirts, 4 T-shirts, 3 heavy bath towels, 5 washcloths, 12 handkerchiefs—tablecloth. Every piece gets piece-by-piece washing action.

And, you can promise the quality and dependability only General Electric delivers. Ask your General Electric Distributor for complete information. Or write to the General Electric Home Laundry Dept., Room 207D, Bldg. 1, Appliance Park, Louisville 1, Ky.



*Progress Is Our Most Important Product*

**GENERAL**  **ELECTRIC**



"For  
higher quality  
at lower  
cost"



Discover how

## HOMASOTE PRODUCTS CUT BUILDING TIME AND COSTS

*Get the facts  
about*

### SOFFITSOTE

WITH REGULATION  
SCREENED VENTS

—quickly and economically applied in 8' or 12' lengths, provides  
the modern finish under wide, modern eaves

No other material for soffits can be applied so economically—no other provides such a fine, modern finish. Let your Lumber Dealer show you a sample and give you comparative prices.

Soffitsote is only one of the many time- and money-saving forms in which *weatherproof* Homasote is now available. With the wide variety of thicknesses and sizes (up to 8' x 14'), Homasote Products can help you cut costs either in specific applications or throughout the whole structure. They also permit uses not possible with other materials. In every application, they add Quality to the job.

The major facts about each Homasote Product are presented in briefest terms—on a colorful Nutshell Card (as pictured above). Handy reference tables—such as Nail Sizes—are included. Ask your Lumber Dealer—or write us—for a set of these cards. Each shows you where you can save money and still give the home owner higher quality, finer appearance and more lasting satisfaction. And—be sure you always have available the latest edition of the 72-page Homasote Handbook. Kindly address your request to Department G-3.

Ask your Lumber Dealer  
about Homasote P-B Components

**HOMASOTE** COMPANY

TRENTON 3, NEW JERSEY

Homasote of Canada, Ltd. • 224 Merton Street • Toronto 7, Ontario

1-214

JULY 1961

65

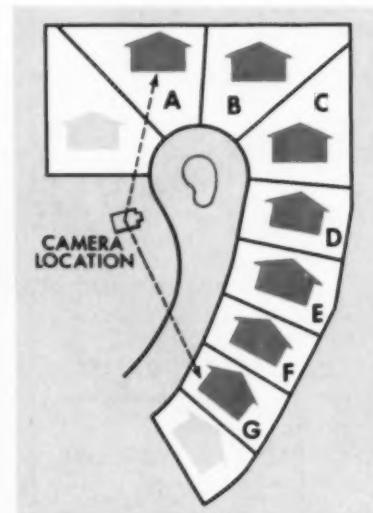


## AMERICAN BUILDER



BUILDERS POSE in foreground of their Whitman Square models. Each model boasts kitchen design with an international flavor.

## Remodel model homes? . . .



MAKING THE PICTURE—Rotary camera takes (A), pans down to (G).

MAKE the tour around Whitman Square's model cul-de-sac and you'll see a colonial village with everything from gas lights to an historic cannon. But go into the kitchens and you'll find a wonderland of "you name the place" anywhere in the world.

What you'll be seeing is the key to a smart sales promotion paying off despite a so-called housing recession.

Whitman's Square's nine models ranging in prices from \$14,000 to \$19,000 went up a little more than a year ago just north of Philadelphia. Models were designed to cover a wide range of colonial styles and are part of a large development complete with community swimming pools and social centers.

The models created a furor of their own. But builders Solar Building Company, Gunston, and University Homes decided, under prodding by their marketing experts Stanley Edge Associates of Washington D.C., to do something to

perk sales up a great deal further.

They called in Beatrice West, nationally known decorator, Caloric Appliance Corp., and South Jersey Gas Co. to combine thinking on a new promotion.

Result was International Fare, a promotion involving the complete remodeling of all kitchens around an international theme.

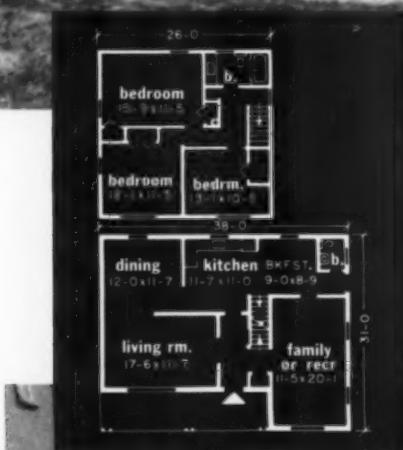
The change involved the redesign of some cabinets and built-ins. But an important attraction was the international theme boasted by each kitchen through use of color in everything from the walls to the appliances on display.

Even the kitchen sink played an important role. That's where hostesses washed dishes after serving prospects exotic meals from different parts of the world.

A heavy flow of traffic responded to the opening through advertising in newspapers, radio and television. Sales quickly jumped to a brisk pace.

## ... No, just the kitchens—

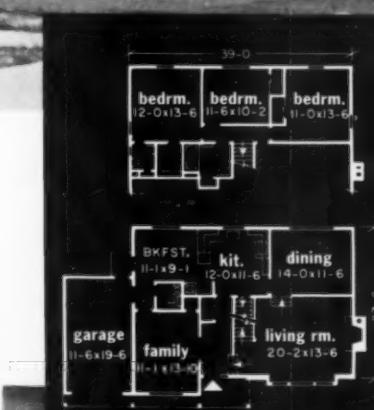




**A**

**The Thailand Ebony kitchen . . .**

Black appliances accented by brass accessories give oriental flair to kitchen in The Jefferson, a three-bedroom home. One wall is covered with white marbleized vinyl tile; others feature purple, red, brass paisley prints. House price: \$16,390.



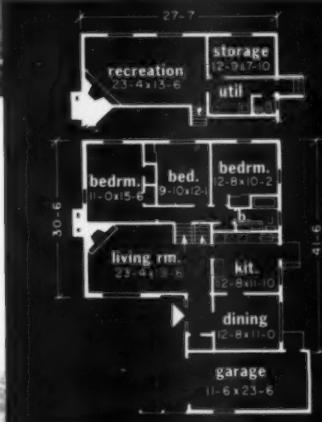
**and make them the key to a sma**



B

**The American Autumn kitchen...**

Copper-tone appliances, an American eagle motif on walls and window shades, early American furniture, and a wagon-wheel lighting fixture in the kitchen of The Washington suggest pilgrim days in this three-bedroom split. Costs: \$15,300.



C

**The Teahouse Bungalow**

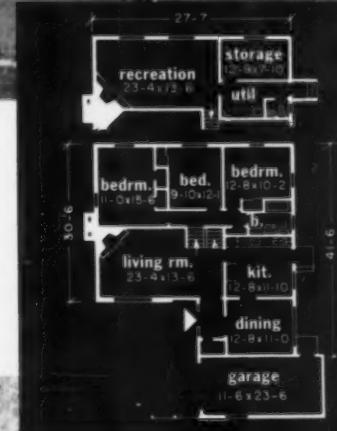
Wall coverings of tortoise shell tone appliances set off by three-bedroom split, motif are grass matting floor cushions. House



Smart sales promotion to help you



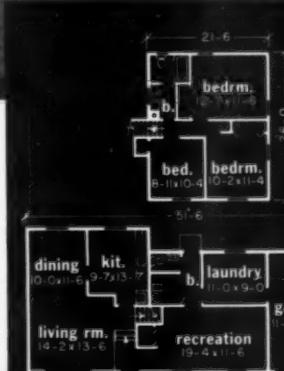
D



C

### The Teahouse Bronze kitchen...

Wall coverings of tortoise shell and plum, copper-tone appliances set oriental mood in kitchen of a three-bedroom split, The Braddock. Adding to the motif are grass matting under a sukiyaki table and floor cushions. House sells for \$15,300.



motion to help you boost your ho



TURN THE PAGE ►

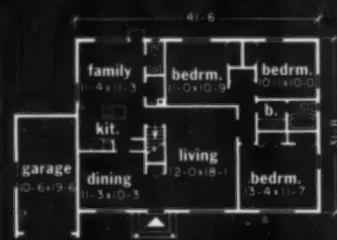
D

**The Paris Royale kitchen . . .**

Pink appliances complemented by white wrought iron furniture, pink and white wall coverings with stark white trim combine to make the kitchen of The John Adams a standout of this three- or four-bedroom split-level. House price: \$14,790.



house sales



### E *Hamilton*

#### The Caribbean Market kitchen . . .

This striking kitchen in a three-bedroom ranch, The Hamilton, takes prospects to the tropics. Effect is achieved with turquoise appliances, gold, rust, copper, and olive in wall coverings, rattan furniture and fish-net curtains. House sells for \$14,350.



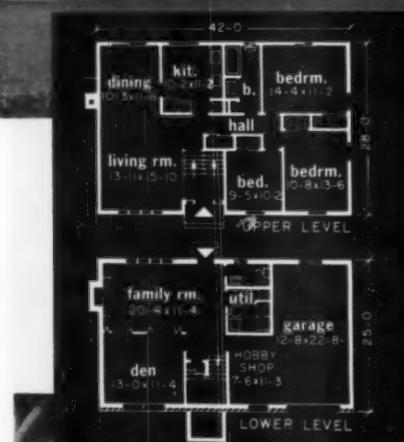
. . . because, north, south, east or



F

**The Danish Snow kitchen...**

The cool beauty of Copenhagen is the tone achieved in the kitchen of The Forum, Better Homes and Garden's three-bedroom ranch. Mood is created by white appliances set off with royal blue and kelly green dotted walls. House price: \$17,600.



G

**The Tahitian Garden kitchen...**

The Showcase, a three-bedroom bi-level features a kitchen with turquoise appliances, hibiscus and orchid-patterned linen on walls with bamboo trim. Adding to effect are cork ball, glass bead curtains, hurricane lamps. House sells for \$17,390.



For west, the ladies still like their kitchen



Photograph: Rosswalk—Fred Hess & Son

#### Garden kitchen . . .

a three-bedroom bi-level features a turquoise appliances, hibiscus and linen on walls with bamboo trim. It is cork ball, glass bead curtains, etc. House sells for \$17,390.



#### Here's how to boost your kitchen's sales appeal

- Think in terms of your model home kitchen as being one of the most potent salesmakers in the house. Think in terms of how you can convert it into a promotion that will help sales grow.
- Think in terms of a central theme. Make it a colonial, contemporary, modern or futura theme. But whatever you decide on, stick to it. Remember, a theme leaves a psychological impact on a prospect that is remembered.
- Think in terms of an industry who wants to help you. No company can profit unless you sell houses, so take what help is offered you. That includes help from your local utility, your appliance manufacturer or dealer, even your local lumber supplier. Need professional help? Get it from nationally recognized authorities—market research experts, chambers of commerce, and the like. Remember, all these sources know the national picture and can translate it in terms of your local market.
- Think in terms of decorators. They cost money but they know buyer preferences and psychology and can prove they're worth every cent you pay them.
- Think in terms of change. Don't think of remodeling your kitchen as a major cost item. Frequently, you can build its sales appeal by little more than clever color coordination, or a way to show how easy living can be through those "taken-for-granted" appliances, a change in cabinets or built-ins.
- Think in terms of promoting your kitchens through regular newspaper, radio, TV advertising.
- Think in terms of a quality house. Americans like to be sold and sold well. But they don't like to be taken. Buyers today know and recognize quality construction and will demand it despite any kind of promotion. Remember, many of your buyers today already own a home and will be looking the second-time around.

for kitchens best



# How Do Your Model Houses Stack Up?

## PLAN NOW TO ENTER

### **American Builder's Quality Model Home Contest**

It's new... It's different... It's free... It's easy.

Win National recognition—judges will select the best model homes built in 1961.

All houses—North... South... East... West—have an equal chance to win.

Judging will be on the basis of square footage—not price.

Three categories: (A) under 1200 sq. ft. (B) 1200-1800 sq. ft. (C) over 1800 sq. ft.

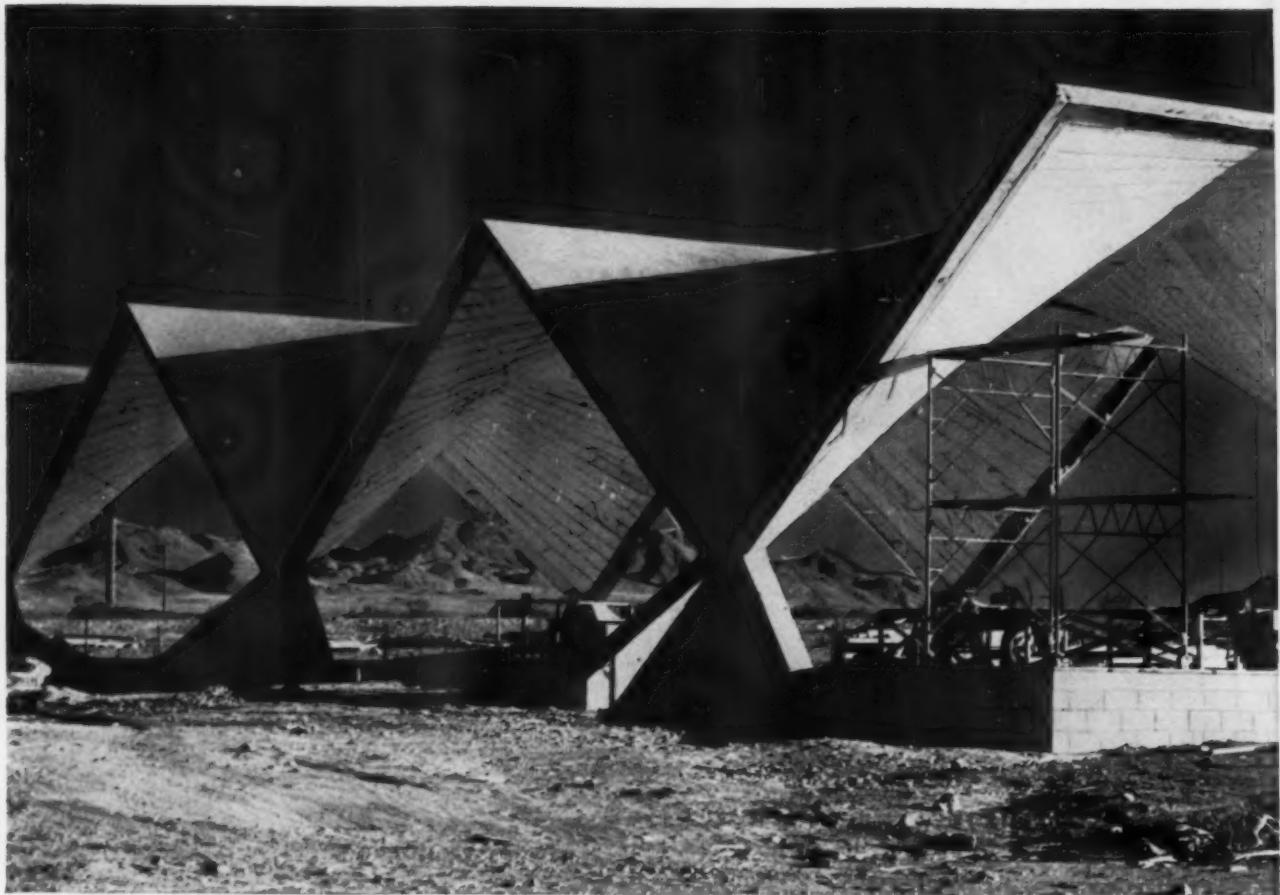
## HERE'S HOW YOU ENTER

- Each entry must have been open to the public in 1961
- Each entry should include
  - full set of working drawings
  - one exterior photo
  - two interior photos
  - photo of the builder
  - completed data sheet
  - samples on how you merchandise quality
- Each entry package should be no larger than 24" x 36"
- Each entry should be received by Oct. 4, 1961

## FOR COMPLETE DETAILS

Write for entry forms to—

Contest Editor, American Builder, 30 Church St., New York 7, N. Y.



# STYROFOAM<sup>®</sup>

**Now, in a single step, you can provide for quick form release and give your roof a built-in insulation and vapor barrier. Styrofoam brand insulation board—used as a form liner—bonds to concrete with positive keying action. When forms are removed, permanent insulation is in place, ready for finishing!**

When you use Styrofoam insulation board as a form liner, you'll save construction time and costs while building in superior insulating values. With this modern technique, conventional forms are first lined with boards of lightweight, rigid Styrofoam. Reinforcing rods or mesh are placed on the insulation, and concrete poured directly on the Styrofoam.

The results: forms release easily, and

the section has permanent insulation in place, ready for finishing with no intermediate steps needed. You won't have to install a vapor barrier because Styrofoam acts as its own vapor barrier!

Styrofoam insulation offers many advantages for use in modern building techniques, such as thin shell construction. The rigid boards have positive keying action to concrete. They're extremely light in weight, making them easy to handle for rapid installation.

Styrofoam used as a combined form liner and permanent insulation is ideal for many curved surfaces including barrel vaults and hyperbolic paraboloids as shown above, as well as for low-cost, insulated concrete curtain walls and tilt-up sections (right).

Styrofoam insulation also offers outstanding advantages for insulating conventional masonry buildings. For example, Styrofoam insulation can be

adhered easily to block or brick walls with portland cement mortar. Then plaster or wallboard may be applied directly to the face of the insulation. No furring or lathing is required! And for insulating in cavity walls, simply adhere Styrofoam to the outside face of the inner wythe. Because of the high moisture resistance of Styrofoam, separate vapor barriers are seldom needed.

Styrofoam insulation provides permanent insulating values because its low "K" factor stays low. The millions of tiny non-interconnecting air cells in this rigid foam keep the passage of heat to a minimum, regardless of humidity conditions. Water and water vapor don't penetrate Styrofoam and build up inside. When you insulate buildings with Styrofoam, heating and cooling costs stay permanently low. And because Styrofoam is light in weight and



Hyperbolic paraboloid (above) and barrel-vault roof (right) show Styrofoam insulation form liner ready for plastering.

## 1-step form liner, insulation and vapor barrier provides built-in savings

easy to handle, installation time and costs are low.

Styrofoam and the other Dow Building Products offer positive advantages in performance and construction savings. For complete information on resulting insulation values and installation instructions, write THE DOW CHEMICAL COMPANY, Midland, Michigan, Plastics Sales Department 1510D7.

Styrofoam is a registered trademark of The Dow Chemical Company. It is applied only to the homogeneous expanded polystyrene made according to an exclusive Dow process. Styrofoam brand insulation board is available only from Dow and its authorized representatives.

### Other Dow Building Products

**Saraloy\*** 400 flexible sheet flashing. Conforms to almost any shape, adheres to most building materials. Accommodates expansion, contraction.

**Roofmate\*** lightweight insulation for built-up roofs. Acts as its own vapor barrier. Easily handled, quickly installed.

**Polyfilm\*** tough polyethylene film for use as vapor barrier under slab floors, in crawl spaces. Use for equipment cover or temporary enclosure.

**Scorbord\*** (patent applied for) insulation board for perimeters and foundations. Excellent moisture barrier, prescored for easy installation.

\*Trademark



1 1/2-inch Styrofoam serves as form liner, permanent insulation and base for plaster in this lightweight tilt-up panel.

**THE DOW CHEMICAL COMPANY**



Midland, Michigan

If you are a promotional-minded builder, this could be the most important ad you've ever read... it's written by one of the nation's largest home builders

## "Lennox changed my mind about manufacturers' merchandising programs... this one really helps to sell homes"

*(Here, in the builder's own words, taken from an actual tape recording, are some of the reasons Mr. Albert Mars of Alvin Homes, Cleveland, Ohio, is sold on the new Lennox Merchandising Programs. Alvin Homes has been in business here for 10 years—with a home building volume in excess of 2,000 homes this year.)*

### Albert Mars, Alvin Homes, Cleveland, Ohio:

"Never in my life (even after 10 years in the appliance industry) have I ever seen a manufacturer with so much promotional material... so many tools that builders can use for selling their homes. Lennox is interested in selling the builder's homes, which automatically sells the Lennox furnace. They have brochures like I've never seen... I mean, that are fabulous. They are the type of people we have to do business with. To top this whole thing off, Lennox has John Cameron Swayze to help builders. Lennox is the only manufacturer that is promotional-minded enough and has the merchandising programs for any builder anywhere. If more manufacturers would use this type of thinking, builders would not be faced with an inventory of unsold homes."

For more information about the Lennox Merchandising Programs, check with your Lennox representative or write Lennox Industries Inc., 314 South 12th Avenue, Marshalltown, Iowa.

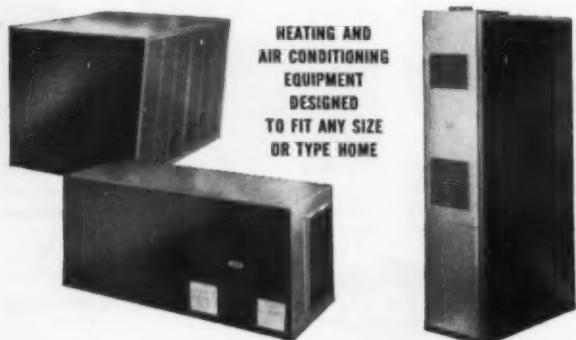


John Cameron Swayze, third from left, with owners of Alvin Homes (left to right) Alvin Siegal, Cari Milstein, Al Mars.

### John Cameron Swayze, ABC Radio Personality:

"You, too, can use the new builder merchandising program provided by Lennox. It's an exclusive Lennox program that will help you sell your homes. I'm proud to play a part in this program. You will see me in the colorful tract brochures, billboards and newspaper ads. There are even cut-outs for use in your model homes to point out your best sales features. In many instances, I have prepared special personalized radio spots announcing a builder's open house. I also broadcast coast-to-coast each weekday evening on the Lennox Weather News (ABC radio network).

"The folks at Lennox have spent thousands of dollars to determine what you, the builder, need to help sell your homes, and to prepare this program. Too generous an attitude? Not at all. It's completely realistic. For when you sell a home, Lennox has also made a sale. The folks at Lennox know that the way to sell their product is to sell your homes!"



*Don't be satisfied with less than*

# LENNOX

HEATS, COOLS, TREATS AND MOVES AIR



LENNOX Industries Inc., est. 1895—Marshalltown, Iowa; Columbus, O.; Syracuse, N.Y.; Decatur, Ga.; Ft. Worth, Tex.; Salt Lake City, Utah; Los Angeles, Calif. LENNOX Industries (Canada) Ltd.—Toronto, Montreal, Calgary, Vancouver, Winnipeg

# REMODELING— It comes of age as a business

"The next major industry—comparable in scope to the automobile or electronics industries—may well be that of the home modernization business." So says a leading remodeler who is a pioneer in the application of sound business principles to remodeling.

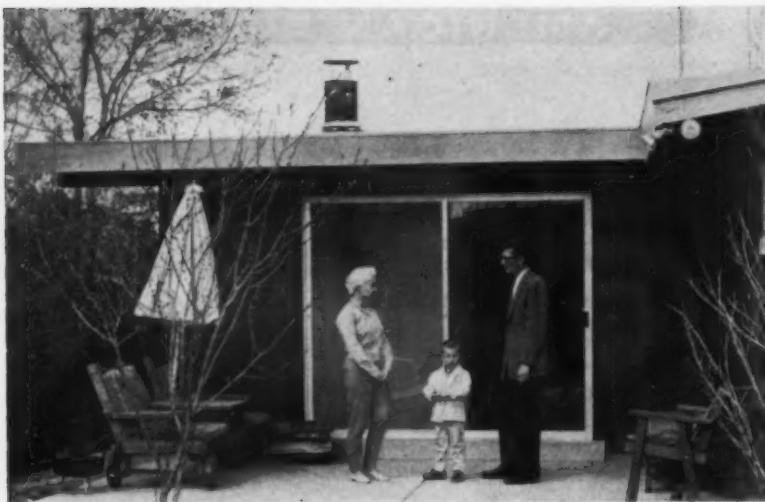
Dramatic proof of the market's growth lies in the fact that today \$2 is spent on home improvements for every \$3 spent on new home construction. Compare this to the situation a decade ago: the ratio then was \$1 to \$10.

If Congress adopts President Kennedy's proposed home improvement legislation, it could make almost every builder a remodeler. Lewis Cenker, Atlanta builder, and chairman of the Home Improvement Committee of the NAHB, points out that builders are used to working with FHA and will qualify at once for the government's proposed \$10,000, 25-year loan program.

Prospects for this legislation look good. Once passed, some observers predict that expenditures for additions and alterations will zoom from \$5 billion to \$10 billion within one year. For a builder, the situation is ideal: he is obviously best qualified to remodel the houses he put up in the post-war boom.

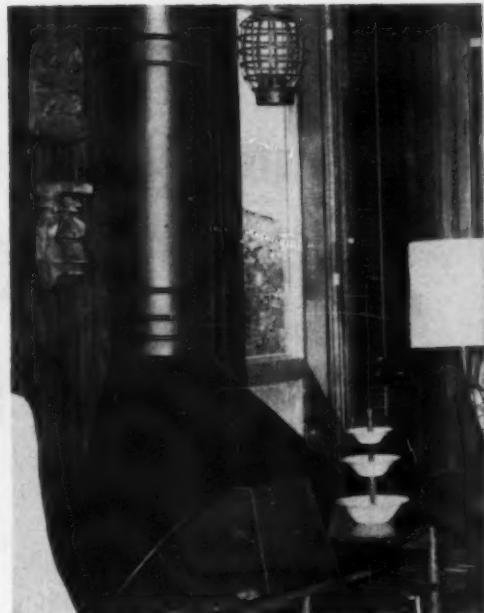
Altogether, the public spends about \$20 billion a year on home improvements, reports Edgar V. Hall, executive director of the Home Improvement Council. A remodeling potential of \$69 billion exists today in backlog work alone, Hall figures. In addition, there is another \$16 billion worth of business that can be developed each year.

Diversification . . . stability . . . growth. If these three traits described a stock as well as they do the remodeling market, you would probably invest in it. But remodeling is much closer to home, and the conditions for profit-making exist in 40,000,000 homes. The size of the dividends you reap here depend on the businesslike approach you adopt.



Typical Rascher remodeling job is this converted carport

Exterior of converted carport (above) features new vertical grooved boarding, combination sliding aluminum glass-screen door. Dominating the interior (right) are floor-to-ceiling windows, a modern fireplace, a half-closet which hides warm-air heater.



## Remodeling vs. homebuilding—

**What are the similarities, differences between new home building and remodeling? Here are the views of Ray Rascher, director of home improvement for St. Louis' Callahan Builders, taped by Jackson Hand for American Builder**

**Q. How does remodeling differ as a business from building?**

**A.** In many ways. In management thinking. In approaches to customers and their problems. In personnel and personnel thinking. In quality. In profits, which can be greater than in new homes.

**Q. What is so different about the frame of mind?**

**A.** Most new home building seeks to find a market because the home provides acceptable answers to a cross-section of housing problems. When a house suits a *lot* of people it is a wonderful builder-house.

When you remodel, you almost invariably seek to solve an *acute existing problem for one family in one house*. And you must find out what the prospect wants and why.

**Q. What is so important about "why"?**

**A.** Most people find it difficult to explain exactly *what* they want when they feel that a home improvement would solve their problem. But, if you can find out *why* they want the addition or renovation, you can suggest, counsel and guide them. It is usually best to match existing con-

struction, stylewise, and most builders are pretty well able to plan space utilization and similar details once they know the "why" of the remodeling.

**Q. In what way does quality differ—building vs. remodeling?**

**A.** Two important factors involve quality in a remodeling: (1) You become so closely linked with the project that the customer blames you for any problems. And referral business is too important to be forfeited just for the pennies gained through less-than-excellent materials and workmanship; (2) I try to avoid discussions of quality—and always hope that it will be assumed I'll do a good job.

Simply, I feel there are relatively few critical materials in an average remodeling job, and to use the best costs little enough. Besides, if someone's little boy kicks a hole through a flush door, I am the one who is at fault. So I use kickproof doors.

**Q. Can the same men work on both kinds of jobs?**

**A.** They can, of course. But would you send the same pair of men out to work on a porch conversion with the housewife standing in the doorway as

you would to shingle a house at the far end of a development?

The ideal remodeling worker is a little neater in his person and in the way he works. He is softer of voice, more gentle of manner. Generally, he needs more initiative. You may tell him, in a broad statement, the entire scope of a job and expect him to do it almost without further instructions. He wouldn't be happy going through life nailing studs to sills someone else had marked.

We have a core of about four men, busy most of the time on remodelings. We're glad to pay them a little more for their abilities and willingness to work our way. At times, we've had as many as 20 men at work.

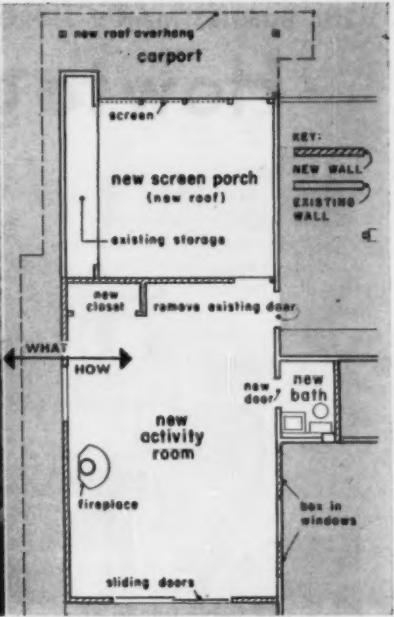
**Q. How can you control the subcontractors' personnel?**

**A.** You can't—but you can control subs. We rarely ask for bids. We talk job—quality—service—then price. We don't want a doubtful-grade electrician or plumber on the job. If he cuts corners, we catch the trouble.

Our subs work with us from basic "guess" to final quotation, then join us in turning out an excellent job—with a little in it for all of us.

**Q. What is the "case history" of a typical job?**

**A.** Let's take a typical add-on—say a family room—and list the steps following the phone call from the nebulously interested customer.



## what's the difference?

1. Go out there right away for a preliminary visit, to indicate a high degree of interest, even though you may not be able to start on the job for a while.

2. Find out about what they have in mind, and determine whether it can be put on the house—physically. Check lot lines in a preliminary way. Work out traffic-ways to the add-on. Many is the time a prospect will want a 16x20' room added on when there is only 12 feet to the lot line. Most other problems are simpler.

3. Start your interview. Find what they really want. Pin point purpose, frequency of use, importance of appearance, degree of wear and tear, need for plumbing, seasonality, etc. Look to any "do-it-yourself" repairs.

4. Ask them what they had in mind to spend. This is much in the nature of "qualifying" a prospect when you're selling a house. If the prospective remodeler is thinking in terms of \$1,200 for a \$3,000 job, now is the time to find it out.

5. After two or three days, come back with two (three at the most) suggestions. Then give them a round figure, such as \$1,000, \$2,000, \$3,000, \$4,000. At this point, solve any differences between probable costs and potential budget. If there is an insurmountable difference, say so. If modifications can be made which bring cost and budget together, suggest them.

But do not lose sight of the *need*. You would make a serious mistake to allow the prospect to down-scale a project to meet budget—if in so doing the project no longer would meet the need. It would be wiser of you to politely suggest that they wait until they have more money—or that they do the job in stages—or that they take on the finishing-up as a do-it-yourself project. Do not let the prospect buy less than he needs—or you will be blamed for it when he discovers his disappointment.

6. Now—sketch it out on paper, exactly as it will be. Get the prospect's approval. Quote a final, firm, exact price. Write a contract. Get a deposit. Work out financing. Go to work.

### Q. Are there tricks in estimating?

A. None that I know of. Experience helps. We used to have a check-off form; its purpose was to keep us from forgetting items in our estimating. Soon it developed that any cost-figuring chart will work for remodeling as well as building. And, eventually, we discarded even that. Now I sort of run through the job in my mind and jot down the costs that "come up."

Keep very accurate costs on every job. This is important. Although no two are alike (houses differ, customers differ, even if you are working down a street of seemingly identical tract houses) there are parallels you can draw from one job to the next.

### Q. Where do your jobs come from?

A. Ninety per cent, from referrals. Remodeling seems to be contagious. Mrs. Smith finds out Mrs. Jones is remodeling, so she and Mrs. Brown get their jobs under way, and before you are finished Mrs. Black is in touch with you.

### Q. Are people you built houses for good prospects?

A. Yes, they are. We go back to them after they've been in the houses a few years with this appeal:

"Mrs. Greene, when you bought this house, it was perfect for you and your family. But things have changed with you, as we know. What could we do for you now, in the way of remodeling or additions, that would make your house perfect once more?"

As a matter of fact, houses that other builders put up a few years ago are good prospects, too! Particularly if he may not have built the greatest house in the world—and isn't after remodeling business himself.

### Rascher's exact price formula

$$C = M + (L \times 2) + S$$

Key: C: cost. M: materials. L: labor. S: subs.

Then add: 40% up to \$1000, 30% up to \$1-2000, 25-20% up to \$2-5000, 20-15% up to \$5000 and up.

THE BUSINESSMAN'S APPROACH

# How to get into the remodeling



To set up a modernizing firm, you need all the top-notch advice possible. Here's how one builder did it

After 26 years in the building business Nashville Builder Neil Barker decided it was time to diversify and cash in on the city's huge remodeling market. After some investigation on his own, Barker felt he should seek the advice of professionals in the remodeling field. Richheimer Modernizing Systems (RMS)—one of the nation's largest—was his choice.

## Builder, modernizer join forces to establish remodeling division

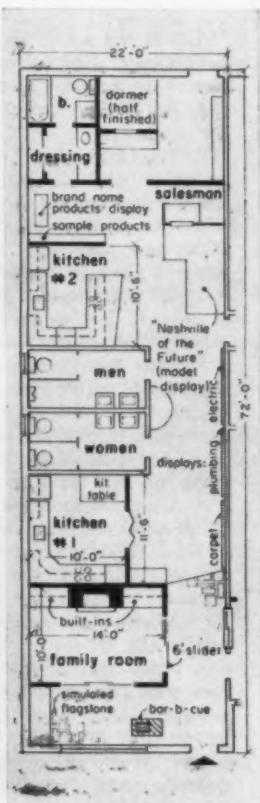
Neil Barker, left, of Nashville's N.H. Barker Co., builders, talks over opening of new remodeling division with Charles Abrams of Richheimer Modernizing.



Nashville operation attracted big crowds during 2-day grand opening

Leads mean business, and one of the best ways to get them is by staging a grand opening of your showroom. Nearly 2,000 attend-

ed Barker's affair; he obtained more than 200 leads. Success was linked with promotion and Richheimer's recognition.



# business? Ask a pro first

Today, the builder has a crackerjack showroom with business to match. He takes jobs from \$30 to \$30,000.

Barker's set-up, located on the main drag between the city and suburbs to attract shoppers as well as suburban homeowners, is a division of his building business. Yet it has its own books and systems.

The firm is the 12th in the country as a RMS affiliate. By teaming up with the service, Barker was able to take better advantage of the Nashville market. Here's how RMS works:

There are three levels of participation in the program.

1. Use the Richheimer name with your firm's name. The firm pays 1% of gross sales revenue to RMS each month. This charge entitles the firm to complete consultation—production problems, budget worries, a construction decision, and so on.

2. If you don't want to use the Richheimer name, you pay only a per diem fee; travel and expenses incurred

will be added. In this, you can use RMS services for an additional fee, and identify your firm as a "member" of RMS.

3. Any graduate of the RMS school can buy any of the services.

The services include:

- RMS training. For all management, the fee is \$500. For sales training, the cost is \$250.

- Market analysis. RMS provides a comprehensive picture of the local market with data on the number of houses in each neighborhood, income range in each area, housing conditions, and other important data.

- Showroom location. If help in selecting or locating a showroom is needed, RMS will do the job per diem plus travel and expenses.

- Showroom design. If your showroom will go into an existing building, RMS will provide detailed blueprints and contact manufacturers to help arrange for their participation in the showroom and its exhibits.

- Introductory management consultation. In the first field visit, RMS will select a showroom location, help set up local cost and price books, suggest a budget, help negotiate costs with subs, help arrange financing with local lenders, recommend necessary insurance. They explain RMS methods to existing personnel, help recruit additional personnel, arrange to supply business forms, arrange for an advertising program, set up publicity with editors, determine size and design of the showroom for the RMS designer. The fee is per diem, travel, expenses.

- Field consultation for those interested in the remodeling business costs a per diem plus expenses and travel. Members get at least three visits yearly "free."

Other services include furnishing of forms, signs, before-after photos, miniature models, a drawing board for salesmen, letterheads, envelopes, direct mail packaged program, etc. Richheimer is located in East Meadow, L.I.



**Showroom is your biggest asset; it should be roomy and neat to lend dignity to displays**

So prospects can see how remodeled work will look, present your displays in units. Center should be 1,600 to 2,500 sq. ft. (Windshield of old model car is part of fiberglass display.) This is showroom of Richheimer-Guardian, Toledo, O.



MORE THAN 75 BUILDERS, remodelers, bankers, and mortgage loan officials attended NAHB's first remodeling school May 23-25

#### THE BUSINESSMAN'S APPROACH

## Here's how the pros

**Remodeling is a full-time, "go-for-broke" business—NOT an interim pastime to keep busy until the new building market improves. Approach this field any other way and chances are you'll go bankrupt in a matter of months**

Ask staffers of Richheimer Modernizing Systems (RMS), one of the nation's most successful remodelers, about the remodeling business, and they'll tell you:

"Stay out, unless you're willing to tackle it full-time. If you're looking at it as a money-maker between home starts, you'll go broke."

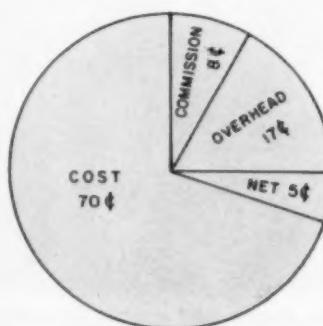
This advice, plus three days of formulas, techniques, and warnings, highlighted NAHB's Remodeling School, conducted (for expenses only) by RMS for builders and others interested in the "fix-em-up" business.

The three days covered:

**MERCHANDISING AND PROMOTION:** Have a showroom or remodeled model home (see box opposite page). Spend money on a grand opening. Based on advertising at 40¢ per line, spend \$2,000 for ads in Fri-

day, Saturday, and Sunday papers. Back this up with radio.

Have your sub-contractors kick in for small tie-ins in your large ads. Consistency of advertising helps you



**COST** can't exceed 70% of total job. This is 43% mark-up on \$1,000 price.

become established and stay established. Use direct mail; offer a "special" from time to time—living room addition, dormer, etc. Don't overlook chances for free publicity: sponsor Little League, beauty contests, and so on. Also tie-in with special days—Washington's Birthday (give away cherry trees) and donate a small scholarship each year.

**MANAGEMENT:** Start small, and add to your staff, *only* as necessary. Then hire a manager for all areas—office, sales, production (see chart, opposite page). A manager should have these requisites:

1. Technical knowledge of the job, obtained from job experience.
2. Knowledge of manager's responsibilities. Let your manager know what you expect of him.
3. The ability to train people.
4. Ability to plan and organize.
5. Ability to handle people. The recognition of effort by your employees equals good management.

In remodeling, all work is done on a sub-contracting basis. It's best to use the flat fee system on a specific job.

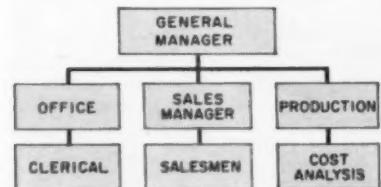


at National Housing Center, Washington, D.C. Instructors were members of Richheimer Modernizing Systems training staff.

## teach it

Have several sources of subs, and pass the work around. This way, it becomes more competitive—cheaper.

Salesmen should be employees of the remodeler. Hire them on a salary (about \$100 weekly) plus commission



**ORGANIZATION** needed, if you do \$500,000 volume yearly.

basis (see box, right).

To handle employees: Let them know how they're doing; give credit when due; let them know in advance about changes that will affect them; make the best use of each employee's abilities. Sub-contractors should be picked for personality, as well as ability. They have to get along well with the homeowner.

### Showroom vs. a remodeled model home

In most cases, a showroom is better than a remodeled model home. RMS says that new model homes are a drug on the market; a remodeled model is just another one of these to the public; it doesn't create the necessary excitement. A showroom should be between 1,600 and 2,500 sq. ft., according to RMS. It's a waste of money, usually, if it's any larger. It should be different: use cut-aways of construction; display all materials; show the mechanics of remodeling, such as how electrical entrances and furnaces work. Feature American-made products. Be able to show the customer how you'll do the job. RMS figures they sell 75 out of every 100 persons that visit their showroom. A showroom is also one of your best lead sources.

### The care and feeding of remodeling salesmen

A good remodeling salesman has to know the construction business and how to sell. You'll seldom find this combination. It's either a salesman or a construction man. You have to train the combination. Method of training: 1. Prepare the employee for instruction by pointing out his future with the firm. 2. Present to him your operation—a step at a time—and the reason for it. 3. Hold a try-out performance of the sales pitch. 4. Follow-up to see that he knows what he is doing. Interview his wife with him and explain to her the hours involved (usually at night) with the job. Also point out the money (salary-commission) involved. Her reaction should determine whether you hire the man or not, i.e., he won't work, if his wife disapproves of him working at night. This can cost you training money if he quits his job several months after you hire him. Where to look for salesmen: local employment agencies; local unions; local suppliers such as lumberyards. Don't neglect to advertise in your local papers. This is one of your best sources. Too, ask your friends; they often can help you out.

# Follow strict budget each month

## THE OPERATIONAL BUDGET:

Remodeling requires a strict budget to make money. To define budget:

**Cost:** The cost of all material and sub-contract labor for a specific job.

**Mark-up:** The percentage added to the cost of the job.

**Margin:** Rate of gross profit on sales. For example: The percentages on a job selling for \$1,001 figure: Cost of job, \$700; mark-up, 43% or \$301. In the 43%, figure 8¢ of every dollar as commission; 17¢ overhead, and net 5¢. In any job, your cost can't exceed 70% of the total job.

Here's an example of an operational budget of \$300,000 a year, for an estimated \$25,000 a month:

Account	%	Amount
Adv.	3.33	\$832.50
Sales Pro.	.4	\$100.00
Sales Ex.	.26	\$65.00
Auto-Truck	1.4	\$350.00
Travel	.12	\$30.00
Payroll	7.0	\$1,750.00
Payroll tax	.32	\$80.00
Office Sup.	2.0	\$50.00
Rent, heat, ele.	.02	\$500.00
Maintenance	.4	\$100.00
Interest	.2	\$50.00
Telephone	.6	\$150.00
Donations	.2	\$50.00
Pro. fees	.2	\$50.00
Tax, lic.	.07	\$17.50
Misc.	.1	\$25.00
<b>TOTALS</b>	<b>17 %</b>	<b>\$4,250.00</b>

Other items that should be in the budget include depreciation of equipment and a reserve for bad debts—under 1/20 of 1%.

Here's how to figure the break-even point: With overhead equal to 17%, add to it your desired percentage markup. For example: 5%. This makes overhead 22% of the break-even point. Or  $\$4,250 \div 22 = X \times 100$ . This figures out to \$19,318. Every dollar over this is pure profit. Production costs—labor and materials—and commissions account for the other 78% of the break-even figure.

Here's example of good month on a \$25,000 budget; with \$30,000 production figure:

%	Item	Amount
70	Cost of prod.	\$21,000
08	Commissions	\$2,400
1416	Overhead	\$4,250
0784	Net Profit	\$2,350

The net profit increased by 88%.

On \$35,000 production:

%	Item	Amount
70	Cost of prod.	\$24,000
08	Commissions	\$2,800
1214	Overhead	\$4,250
0986	Net Profit	\$3,450

Net profit increased by 176%.

To make money, set up a budget *every* month: Compare budgets as you go.

**SELLING THE JOB:** In remodeling, you're selling benefits—less work, prestige. Hammer away at these benefits. Your approach should be: Create an impression through sales literature or some kind of a design package; continue the impression with a price book for the customer and brand name samples; get action on the customer's part in closing the deal. This could be: "Would you like us to start on June 1 or June 15?" This promotes an answer, which, in turn, implies consent to the deal. The salesman should *always* ask for the order.

**COSTING THE JOB:** Your cost man should be responsible for establishing a cost book. It should be broken down into materials, and costs of sub-contract labor. It's best to locate several sources of supply and write down the costs from each.

The cost man should figure the job on maximum material costs. The company then should attempt—on a quality basis—to buy the lowest-priced stock. The high figure is used in the event of a stock shortage in the lower brackets. Any savings goes to the customer, of course.

RMS supplies all materials to its carpenter crews. The other trades are asked to supply their own. RMS has an escrow agreement with their carpenters: They hold 5% of jobs up to \$500 to \$1,000. If the carpenter commits a costly error, the cost is taken out of the escrow account.

A cost man also is responsible for figuring the job. He adds 43% to the total production cost and submits the figure to management for their approval. Every job is checked three times. Supply sources are asked to hold prices firm for at least 30 days to avoid conflict.

**A TYPICAL JOB:** Salesman turns in completed form to sales management; salesman has to show how he arrived at selling price; sales manager checks figures; job is approved by credit; job goes to cost department; cost man makes inspection of job and reviews it with the customer; cost man makes material take-off, checks with his list and obtains building permits; production gives jobs number, puts it in schedule; everything is put on daily check sheet. Production foreman checks job daily. After job, customer is asked to give firm a job rating.

**CUSTOMER FINANCING:** To work, you have to educate the banker in your area. Show him your set-up; tell him what you are going to do. Stress

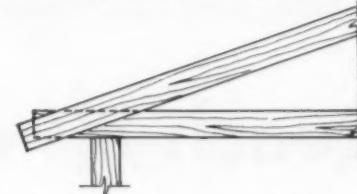
the ability of the customer to pay. If you use FHA, be sure to fill in *every* thing on the form.

Best loan sources: FHA; savings and loan associations; savings banks.

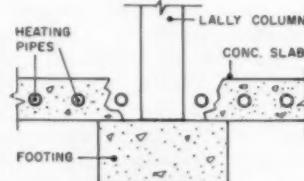
**CONTRACT WRITING:** Don't pre-write the contract for your salesman. Use a plain, clean contract, and *be sure to specify every item*: type, color, size, finish, etc. (example) 3/4" DFP, construction grade, 4x8". Contract copies go to: bank, production department, bookkeeping, the customer, and in the job folder.

**BUILDING THE JOB:** Have a production board to tell you status of the job. RMS carpenter crews involve from two to three men; the rest of the job is subbed. A typical job of adding a second story involves an architect or engineer to figure loads; beefing up framing to support addition; framing; siding; roofing, and finishing (see drawings). The job is left "broom clean;" the customer takes an inspection trip with the foreman.

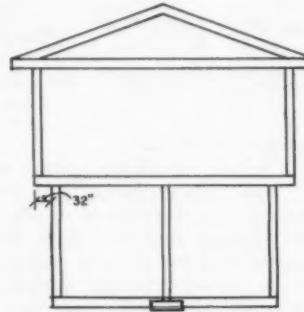
## Techniques of adding second story



**FOR DESIGN:** overhang is left on. New joists are 2x8s, inserted from outside.



**FOOTING** for lally column goes under slab. Heat pipes bend around it.



**BIG** 2x8s are on 12" centers to match bottom chord of 2x4 trusses.

# Designing for remodeling

## BEFORE ▼



**No house is hopeless. To bring it up-to-date a builder must use imagination and tact since he must share the house with its owners while changes are being made**

Like most older houses, this Pittsburgh, Pa., home showed complete disregard for usable space. Rooms were many and small, (see "before" plan on next page) their arrangements outdated by today's standards. Though changes were few, the re-

moval of a few partitions, enclosing a porch and introducing larger windows, the house gained an open plan where kitchen, dining room and laundry blended into one another. Added were a lavatory, coat closet, back entry, modern equipment.

## AFTER ▼



**New dining room opens into kitchen, occupies space of former pantry and porch**

Convenience, yet out of the general traffic flow, is the word for this change. As modern as today are the large windows, pre-finished plywood walls and acoustical tile ceiling. Hanging plant trough offers diffused illumination, decorative touch.

**More about this house and other remodeling ideas on next pages**

BEFORE ▼



AFTER ▶

**OUTSIDE LINES** of kitchen wing remain unchanged. Vertical boards, triple windows, concrete stoop with wrought iron railing give house up-to-date look.



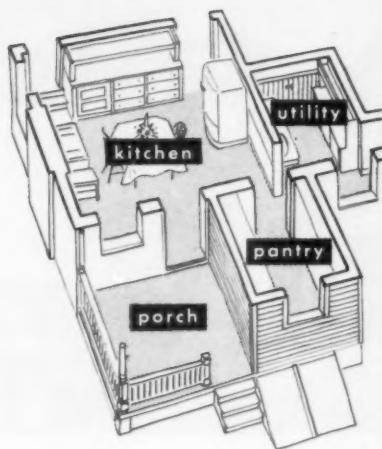
## Kitchen modernization opens



**U-shaped kitchen has two cooking areas. Birch cabinets, plastic countertops reduce upkeep**

One gas cooking unit is for family meal preparation, the other for teenagers' experiments. Two refrigerators, with freezer com-

partments, cut shopping time, store plenty of food for family's needs. Acoustical tile ceiling keeps all rooms quiet.

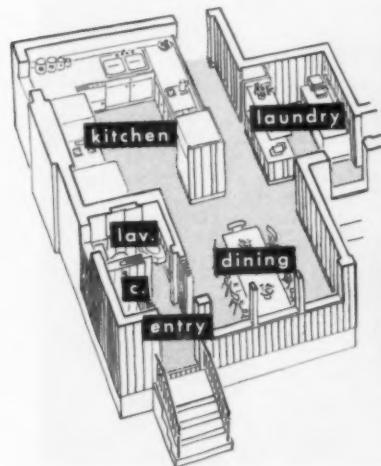
**BEFORE ▼****Pre-finished birch lines kitchen walls, blends with cabinets**

Next to wall oven, two-burner cooking unit is shallow enough to allow drawer space directly underneath. Twin refrigerators, ranges are conveniences for large family.

## up plan, adds dining room

Instead of several tiny rooms, kitchen wing is now open and airy, without rigid dividing walls. The laundry actually is part of the kitchen, separated by a counter and decorative hanging shelf. Adjoining closet stores vacuum cleaner and other household equipment.

Area formerly occupied by porch and pantry became dining room, lavatory, coat closet and entry. Transformation required removal of a few walls, addition of larger windows, modern wall and floor finishes. A custom-built look resulted from introduction of blond birch cabinets, sound-absorbing ceiling and resilient flooring. Courtesy Parents' Magazine: builder, Louis Chianelli; architect, William J. Ward, A.I.A.

**AFTER ▼****Teen-age cooking corner**

Completely independent area has own range, cabinets, counter, two-burner range.

**View of kitchen pass-through**

Dividing wall between kitchen, laundry has blackboard for daily reminders.

**Storage counter in laundry**

View shows divider, equipment closet and door leading to rest of house.

**Laundry saves time**

Housewife can keep eye on washing while preparing meals in adjacent kitchen.

BEFORE ▼



AFTER ▶

**CLEVER PLANNING** turned this house around without disturbing foundations to up-date its first floor and gain a much-desired view. Six tiny rooms became two big ones, gave owners a dining-kitchen, living room and terrace.



## 40 million houses offer

BEFORE ▼



AFTER ▶

**CLUTTERED BASEMENT** became a teen-age recreation room by covering walls with plastic panels, ceiling with acoustical tile, floor with resilient tile. Built-in music wall has open shelves, plastic sliding doors under counter.



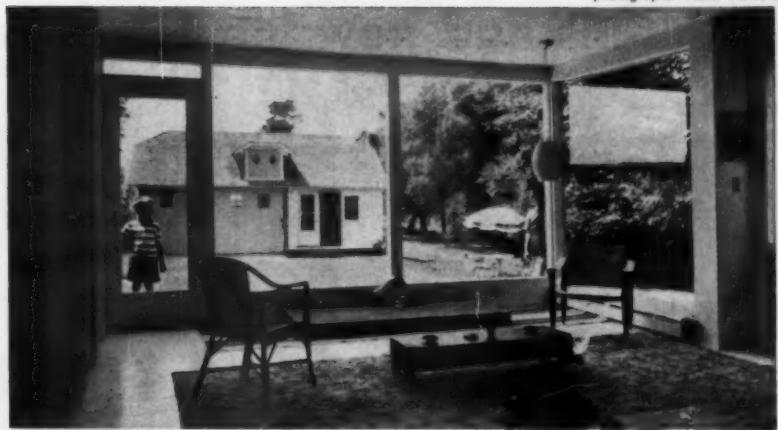
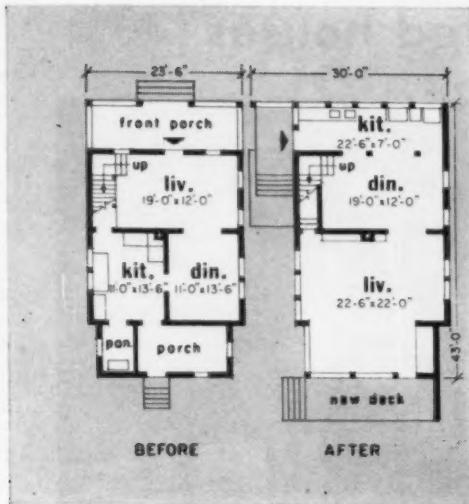
BEFORE ▼



AFTER ▶

**STARTLING TRANSFORMATION** was simpler than results would indicate. Plastic panels cover walls, built-in seats, soda bar add decorative touches. Lower part of bar is covered with corrugated plastic. Courtesy, Barrett Div., Allied Chemical.





Glass walls bring garden view into new living room

Room was formerly a combination of kitchen, dining room and enclosed porch. By reversing first floor layout, space became one large room facing choicest exposure.

## builders jobs, extra income

### BEFORE ▼



### AFTER ▶

OUTDATED KITCHEN gains new life with combination of modern materials, addition of built-in oven and copper-vented surface range. Countertops, above-counter wall and spice cabinet are lined with ceramic tile in mosaic pattern.



Armstrong Cork Company

### BEFORE ▼



### AFTER ▶

TWO ROOMS became one by removal of dividing walls on either side of fireplace. Modern decorative scheme was highlighted by open stairway, vinyl flooring and simplified chimney design. Light colors add spacious look.



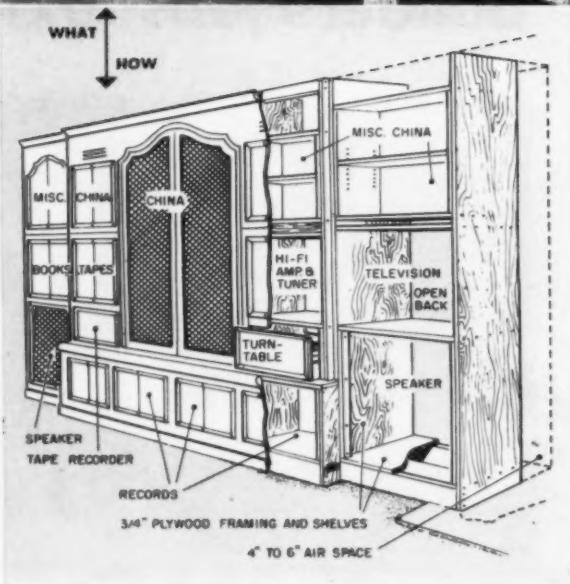
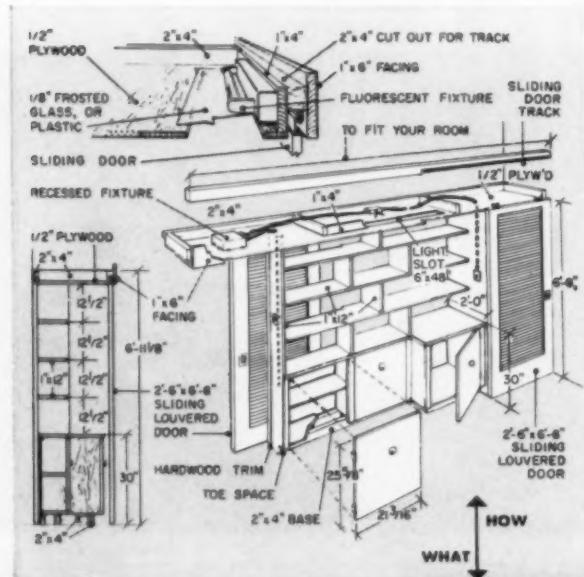
## Built-ins add new life to outdated houses

## BEFORE ▼



**AFTER** ▶

**PUT A BROKEN WALL** to work by installing a combination display and music cabinet. Finish could be of pre-finished plywood, main structure of box-like units. Ideal for family or living room. Architect, Edward Burch, AIA.



**FOR THE HOUSE** short on storage, here's a built-in that includes a clothes closet, book shelves and game storage, ideal for the family room that must double as guest room. Louvre doors add a decorative pattern, allow ventilation in closet. Continuous valance, above, ties the entire unit together and helps conceal overhead lighting. Lower cabinet doors could be of plywood, hardboard or solid wood. Architect, Brooks Buderus, AIA. Courtesy Popular Homes magazine; U.S. Gypsum.

Photograph—Frank Gaynor



## MANAGING A JOB

# Don't take a job for short profits

**Remodeling for little more than cost results in business suicide. Here's how Long Island's Jerome Kurtz insures profit on his \$1 1/2-million-a-year by careful cost and management control of each job**

**F**or any business to be successful," says Jerome Kurtz, head of Cross-Island Attic Company, Bellerose, N.Y., "it must make a profit. Sounds obvious, but you'd be surprised at how many people work at remodeling for little more than their costs—if that. Taking jobs for short profits is nothing more than business suicide."

Kurtz, who does more than \$1-million yearly in remodeling, tells the story in his own words.

**An expert speaks out.** Let's say it was possible for a remodeling contractor to work at short profits. It would figure that he would be the one to stay in business and grow bigger. But that doesn't hold true. Those businesses neither grow nor, for the most part, stay in business long. It is the contractor who insists on and gets his price before he accepts a job that grows both in volume and reputation.

First, let's see why a contractor takes a job for a short profit. For the most part, he does it because he doesn't know his costs. He guesses at a price hoping his experience will put him on the right side. But rarely does he learn his true costs until he finishes the job and pays off his material and labor bills. Suddenly, he discovers he's spent more for labor and materials than he's received from the owner.

Well, you know what happens. He goes back to the owner, tells him he's made a mistake, and demands more money. Sometimes he gets it; frequently, he doesn't. And, regardless of how well he did his job, he stands little chance of getting a good recommendation from the owner for other jobs. Then he may decide to play it another way. That is, he'll try to cut costs in the course of a job and use secondate materials. That leads to loss of reputation. One job is all the contractor can expect to get out of any given area. And, in remodeling, a lot depends on recommendations.

**Deliver quality.** There's only one way for a contractor to grow in reputation.

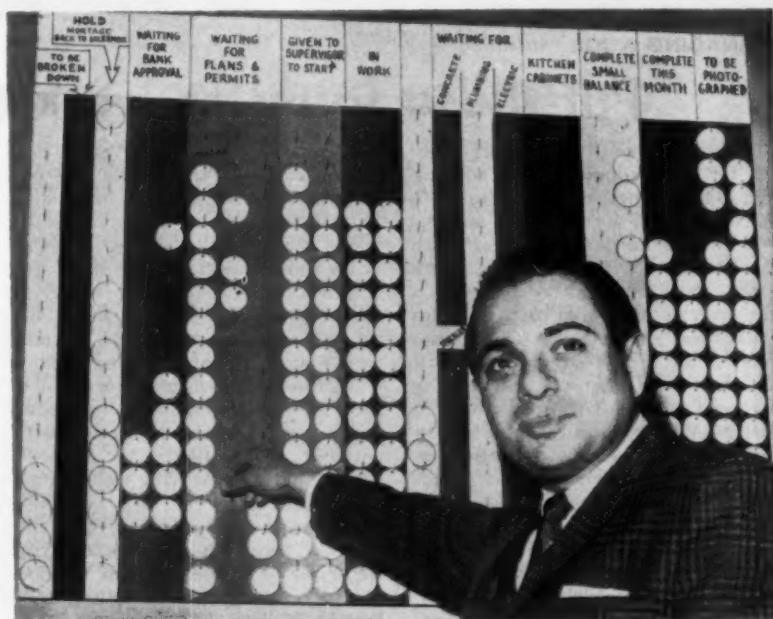
That's by giving a customer the best in materials, workmanship and supervision of the job, and guaranteed service at its close. There's only one way a contractor can afford to deliver all this—by insisting on his price or not doing the job. Cutting your price means you have to correspondingly cut somewhere else which can only mean a dissatisfied customer, or loss of money on a job.

Some contractors think they can sell short and deliver the good job with the service. They feel that with no salesmen, and low overhead relative to the volume of work, they can do a job cheaper than a volume man.

This is only partially true. Because your overhead still remains relative to

the amount of work you're producing. If a small contractor is producing \$10,000 in work a month and it costs him \$1,000 a week in overhead, his overhead still is 40% of that amount. A contractor who has an overhead of \$15,000 a month has to produce \$70,000 in business a month. But, percentage-wise, his overhead is less than the small contractor.

**Devise a control system.** To control your costs you need a system complete with cost control forms. Our system involves forms that can be revised within five minutes time. They reflect changes of material costs, labor, or what-have-you. They are the key to our success and, despite the fact that they are time-consuming to handle, play a role in every phase of the job from selling, estimating, to establishing experience-factor unit prices for future work. My system (see next two pages) can be put to work by remodelers of all sizes. We operate our business on a little formula we worked out for our own purposes. We set aside 22% for labor;



**"You've got to control every phase of your job"**

Jerome Kurtz, head of Cross-Island Attic Company, Bellerose, N.Y., claims this philosophy transformed his company in ten years from a two-man outfit doing only \$100,000-a-year volume to its present \$1-million plus annual gross. Kurtz gives much of his time to the industry as secretary of L. I. Home Improvement Council.

#### MANAGING A JOB *continued*

## Put these forms to work to control costs,

33% for material; 3% for supervision; 8% for commissions; 7% for advertising. This brings the total to 73% leaving us with a gross profit of 27%. We allocate 20% for overhead such as officers' salaries, office and truck maintenance, etc., and try to end up a job with a net profit of 7%. This works for us and our job forms (above) are the key to why it works; e.g. they warn what may be holding up any given phase of the job.

**FORM A.** This form records the first contact we have with a customer, whether by phone or by visit to our showrooms. It also records where the customer heard about us—a newspaper ad, a recommendation. This serves a double purpose in that it gives us a clue to how effective our advertising is.

**FORM B.** Every single lead that comes into our office next is entered in our Master Call Book. This is a large edition of our first form and adds the name of the salesman assigned to the call and pertinent remarks.

**FORM C.** This form accompanies Form B. It records the specific place

a salesman may be at any given time of the day. We try to schedule our salesmen's calls in close proximity.

**FORM D.** When the salesman closes a job, the form that comes into play is the most important one of all—the contract. Our contract covers every single phase that a large home improvement contractor wants to take on—or a small one, for that matter. The contract itemizes every single piece of work going into a job. Also, it covers every legal contingency about payment and the like.

**FORM E.** Accompanying the contract is a diagram sheet. This carries a drawing of the proposed job and serves as a rider to the contract. You might call it a blueprint of the job and plays as important a role.

**FORM F.** This is our pricing sheet. After a contract is drawn up along with the diagram, we price the job up in our office. We do this from our unit price control book, which constantly is revised to keep up with changes in materials and labor costs. The original copy of this cost sheet

remains in the office. A copy goes out with the field checkout supervisor.

**FORM G.** When the salesman returns with the contract to the customer, he and the customer review it. If everything is in order the customer signs the check-out form. This prevents him from saying later that he never received a copy of the contract. The checkout form, of course, remains in our office.

**FORM H.** At this stage all the paper is assigned to a job jacket. This folder has printed on it all data that gives you at a glance the stage of the job in progress. It records costs, schedule of payments, subcontractors working and their schedule of payments. At the close of the job it even shows cost breakdown in units, gross and net profits, and the relation between estimated price and final cost.

**FORM J.** Should a customer want a change in the job the supervisor makes out a rider to the contract. This is a change order which the customer signs so there can be no major complaint later in the job.



## establish unit prices for future estimating

**FORM K.** Whenever we assign a job to a sub we specify the exact nature of his work and his price on our subcontractor's bid contract. This, too, records method of payment, subcontractor responsibility and liability, and other data pertaining to the relationship between the contractor and sub.

**FORM L.** At the completion of a job we go over the work with the customer. If the customer has a complaint we fix it. If the customer is satisfied we award him an unconditional one-year guarantee against defects in labor and material. We regard this as a highly important phase of our business. We can't underestimate the value of a satisfied customer. They are responsible for recommending too big a part of our annual volume. How seriously do we take customer complaints during (and after) the time of the guarantee? So seriously, that we maintain a small force to do nothing but handle such complaints—no matter how small—when they come up.

**FORM M.** When a customer does make a complaint it is recorded on

the customer service form. The service crew then goes out to handle it to the customer's satisfaction. The customer after seeing that the work has been taken care of signs the service form. This goes a long way in building a remodeler's reputation in his community. And, believe me, the reputation of remodelers in many communities needs building.

**FORM N.** After a period of time following completion of the job we write a letter to the customer thanking him for his business and expressing the hope that the job pleased him. We also make a pitch in the letter for a recommendation for other work in the neighborhood. Now, you wouldn't dare do that unless you were pretty sure it was safe to return to that neighborhood. That's the value of service.

**Each job has own cost breakdown.** We make a cost analysis of each job. This lets us know of any fluctuation in our estimates. We particularly want to know of any change in our estimated gross profit above or below 2%. We tolerate a 2% fluctuation, but we want

to know why it may go above or below.

You may ask why should we care if our profit ranges 2% above our estimates? The answer is simple. We want to stay competitive. In order to do so and maintain a volume of business we must set a controlled rate of profit.

Certainly, we dislike falling below 2%. A way to avoid this is by not offering salesmen inducements to cut the price. Tell them: "If you cut your price, you cut your commission."

Our company has one policy. We do not work for the lumber yard. We do not work for the customer. We do not work for the contractor or the advertising agency. We work for the company and the company must make a profit on every job that we do—or the job is thrown out.

This industry, at its best, is a very rough industry. The responsible contracting elements, big and small, finally are getting together and realizing that they must stand together to accomplish anything. You've got to make your profit and you've got to make it as a responsible man.



**Before: Run-of-the-mill, 1948 vintage house**

There's a million or more just like 'em spread across the nation: three bedrooms with bath, plus a cramped living room for a total of 864 sq. ft., not including garage at the rear.

**After: G&S spent \$5,500 for fix-up, clean-up**

False gable was lowered to give house closer-to-ground look. Old horizontal siding was replaced with shingles. Paint emphasizes window, door openings, makes the house appear larger.



#### SELLING REMODELING

## Remodeled model broadens

**More small home jobs was the aim of this Milwaukee firm specializing in room additions and modern kitchens. They hit the target with a remodeled model, packed with the kind of ideas that homeowners like to duplicate**

"We were in a rut," says Elton Schultz, head of the Milwaukee building-remodeling-millwork firm of Goelzer & Schultz Co., "and decided to use a demonstration model to help increase the volume of our home improvement business."

Known for its long experience and

high-quality workmanship . . . the firm was founded in 1899 . . . Schultz has been doing work in recent years improving upper-bracket homes. These jobs were continuing in a satisfactory manner but he sought to increase job volume and believed his best bet to be in smaller homes.

So, a typical 1948 small house was acquired, about \$5,500 was spent in bringing it up to date and its size was increased from 864 to 1,056 sq. ft. A family room addition was built at the rear of the house adjoining the kitchen which was completely modernized. The old exterior door became a cased opening joining the two rooms. A newly-cut opening in the common wall helps open up the rooms to each other and gives kitchen diners the illusion of sitting under a window.

Considerable improvement in the appearance of the house resulted from relatively small changes on the front



**Back in 1899, Goelzer & Schultz was a horse-and-buggy operation. Today, it's big business**

Elton Schultz is the son of the founder of the 62-year-old G&S firm. Company uses age, experience as factors in promoting its services to the public. Besides remodeling, G&S does quality



building and repairing, helps customers with planning and designs. Until recently, firm remodeled expensive homes. Emphasis now is on smaller units to boost job volume.



## business

or street side. As the photo (above) indicates, this was mainly by a new millwork-trim job that produced a neater, uncluttered look. A new picture window was installed with an oversize frame. New siding for the false gable was put up and the old pointed vertical siding replaced by shingles.

Schultz ran small display ads each week and he plans to keep the model open, at least on weekends, for a further period. He feels it will take time for visitors to make up their minds about remodeling. To help them, a two-page letter passed out at the model thoroughly covers the topic, "Why Should I Remodel My Residence Instead of Moving to Another Location?"

Most of the points made in this letter represent the accumulation of reactions of various Goelzer & Schultz customers in years past. A special section in the letter deals with costs and enumerates just what items a home owner can expect to spend money for just in the process of buying and moving into a new home. When home owners are made to realize that these costs may run to more than \$3,000, the cost of remodeling seems relatively small in comparison.

Promotion piece has impact on prospective clients touring remodeled house. Sales points represent reactions of past G&S customers.



\* SINCE 1909  
\* WOODWORKERS  
\* BUILDERS

**GOELZER & SCHULTZ CO.**

HILLTOP 2-2717  
2350 North 31st Street Milwaukee 10, Wisconsin

### "WHY SHOULD I REMODEL MY RESIDENCE INSTEAD OF MOVING TO ANOTHER LOCATION?"

Many home owners debate this question in their search for improved and more adequate living space. In most cases, in our vast experience, we find an easy answer, greatly in favor of the home owner staying where he is.

#### LOCATION:

We find that most home owners like their present location because —

The neighborhood is fully developed — streets, sidewalks, sewers, and water are already in.

Taxes are based on original cost of home purchased some years back.

Family is well settled, neighborhood friends are established, children are well acquainted with playmates.

Schools, churches and shopping are close at hand. Transportation readily accessible.

Shorter distance to place of employment.

Lawns and landscaping are complete.

Many home owners loose sight of the fact that purchasing a home in a new neighborhood today requires moving into a rural neighborhood, and after moving in, must contend with all the above before comfortable and worry free living can be attained.

They find that streets, sidewalks, sewers and water are not in or complete. They must contend themselves with added costs for septic tanks and wells, and later pay for sewers and water. Taxes go up due to current assessments and costs, the family must acquire new neighborhood friends and playmates for the children, changing churches and schools, shopping, work, plus staggering costs of putting in lawns and landscaping, additional household furnishings, new carpeting, draperies, etc., etc.

#### COSTS:

Many home owners do not adequately consider the costs involved in relocating beyond the sale price of their new home.

When selling your present home a commission of approximately 6% of the sale price must be paid to the realtor. This is deducted from the sale price of the home, which sale price is usually lower than the home owner originally wanted.

Again, in the purchase of the new home, the realtor is collecting a commission on the sale. Moving costs must be considered.

Also consider the cost of landscaping, carpeting, drapes, etc., as mentioned previously.

#### EXAMPLE:

Sale of present home \$15,000.00 - 6% realtor commission	\$ 900.00
Purchase of new home \$25,000.00 - 6% realtor commission	1500.00
Increases in taxes per year \$200.00 and up (for a 10 year period \$2000.00 and up)	200.00
Costs of moving	100.00
New carpeting in living room only	300.00
New living room drapery, plus curtains and drapes in other rooms	500.00
Sodding and landscaping - at least	
Increased traveling costs	
Increased mortgage payments	
Future streets, walks, sewer, water.	

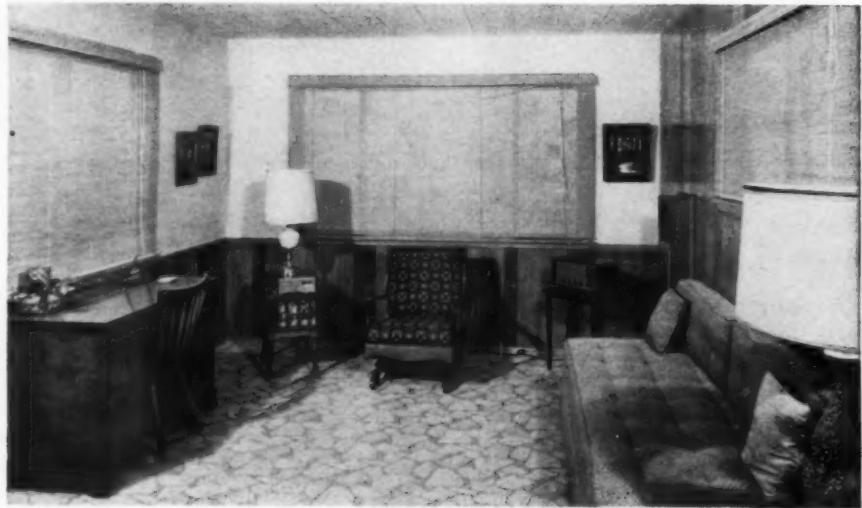
It is not difficult to see that staying in your present home and providing the remodeling, actually saves the home owner money that is spent in relocating, even after covering the cost of the remodeling. Most one room additions cost no more than one of today's new moderately priced automobiles, and provides for more lasting enjoyment, comfort and future resale value.

We sincerely hope we can serve you.

# Addition, kitchen highlighted

**With family room, house opened to 1,056 sq. ft.**

Well-daylighted family room features linoleum flooring and wall paneling. Cabinet-like projection on far end of right wall is gas wall heater. Addition is at rear of house adjoining the kitchen. Door links rooms, opening up space.



## **The cost of the addition impresses G&S prospects**

Instead of hooking to the furnace to supply heat to the addition, firm installed less-costly compact wall heater. Use of picture windows makes room appear larger. Model was furnished to create desired "lived-in look."



## **Arch, louver-shutter unit link family room, kitchen**

Door was replaced by cased opening into family room. Shuttered opening between rooms was designed to give "look-out window" effect to diners. New cabinets replaced old, work center was equipped with a small appliance outlet, right.



# Sell family on better living

Long Island's Dorothy Schweitzer built her East Coast Attic and Basement Co. from a shoestring to \$4-million-a-year with a simple formula: (1) Understand needs of a whole family; (2) Meet needs with quality workmanship.



Success lies in selling everybody in the family . . .

Mrs. Schweitzer (left) lets a slide viewer illustrate to the children of the household how improvement will look. Many improvements are designed for youngsters.



And following up with service after the job is over

A key part in building reputation in the remodeling business depends on not being afraid to return to a job after it is finished to see that the family is pleased.

East Coast Attic and Basement Company's head, Dorothy Schweitzer, firmly believes that if you're capable of delivering a quality job to the requirements of a whole family your remodeling business will take a tremendous step forward. Here's some of Mrs. Schweitzer's thinking:

- If you do quality work, find an opportunity to show your products and the prospects will "sell themselves." That's why I always use store-front property as showrooms. In this way, several actual rooms can be constructed so passers-by can see them.
- If you can't bring a prospect to your showroom, bring your showroom to him and his family. You can do this using stereo-photographs in full color, drawings, samples.
- Use care in selecting your salesmen. Remember, they represent you and what prospects think of them reflects on you. They're so important to me that I conduct weekly sales orientation meetings to instill in them the conviction that "high pressure selling" means no sale. Remember, you're selling whole families who won't buy high pressure. They want "ultra-soft sell".
- Don't twist facts to make a sale. Be helpful, but be firm. Don't present yourself as a bargain basement operator. If you don't make a sale today, the company will survive.
- Next to knowledge, good manners are a salesman's best friend. Make certain your salesmen know people as well as materials and construction.
- Don't be afraid to spend money on advertising, public relations and sales promotion. Remodelers have gotten a sour reputation in past years through the tactics of "suede-shoe" operators. No matter how good you think you are, you're going to have to play a role in erasing that image. Spend money to let people know you and your work.
- Provide your customers with service after the job is completed. Nothing plays a bigger role in selling remodeling than assuring customers that you're willing to correct your mistakes. A few slip-ups are inevitable in any remodeling operation. Just make sure your customer gets what he wants before, during, and after the job. A satisfied customer will "sell" for you.

# SPECIALIZATION— Rx for REMODELERS

**Small volume builders find it's smart to specialize in the home modernization field. American Builder believes these markets rate special consideration:**

● **Garages**—In line with the overall trend of the remodeling field toward specialization, more builders are concentrating their efforts in this area. Some just put up garages or convert carports into garages. One Midwest builder put up 300 garages last year.

An AMERICAN BUILDER study of building permits in Mansfield, Ohio, for all types of remodeling work, pin-points this trend. Approximately half the permits were for additions, alterations and repairs of garages.

● **Basement conversion**—Homeowners like the idea of getting an extra room downstairs at a price that's low compared to the cost of a regular room addition.

Remodelers report that the desire for a combination living-play area in the basement is another potent factor. And in some parts of the country, the basement is the coolest part of the house during the summer months. These homeowners make particularly good prospects, remodelers report.

● **Fire insurance work**—Some remodelers work exclusively with fire insurance companies, contracting to repair the damage done by fire to the homes of their clients.

Most of these jobs are small, but the profit margins are healthy. Job prices usually range anywhere from \$60 to \$3,000.

If you can make arrangements with the branch office of a fire insurance firm in your locality, you will have the makings of a very profitable business. In addition, the firm's clients, when they get to know your work, will bring you back for more remodeling unconnected with insurance claims.

● **Swimming pools**—The trend to home-centered recreation is picking up momentum, especially as increased leisure time becomes more available.

Easy to install low-priced pools in a broad range of materials and shapes will account for a greater share of the market than ever before. As usual, the Northeast and California will set the pace for the rest of the country.

● **Fall-out shelters**—While many people react to these as either a novelty or a grim possibility, the Federal government is encouraging their purchase. To facilitate the construction of fall-out shelters, the Office of Civil Defense has issued a variety of designs that you can use.

Construction estimates range from \$1,200 to \$1,500. One builder in Long Island, New York, put up a fall-out shelter for a buyer and drew a big crowd of "sidewalk superintendents." From their comments, he developed some good sales leads.

● **Kitchens**—A typical housewife spends most of her day in her home, and the kitchen is an integral part of her life. Remodeling here often encompasses many areas—appliances, plumbing, cabinets, etc.—and often mounts up to a \$2,500 job.

Major appliances in particular are popular among housewives when it comes to modernizing the kitchen. This is substantiated by figures from the Home Improvement Council's "How's Your Home" contest.

Of the 81,000 entrants who expressed interest in specific home improvement projects, 54 per cent checked off a freezer and/or refrigerator. Over 52 per cent wanted a washer, dryer and ironer.

The lowest percentage for appliances was recorded by dishwashers. This came to 40 per cent, but still registered higher than many of the 117 items for which responses were tabulated.

"The kitchen is the second most important area for home remodeling." Such is the considered opinion of Don Moore, a member of the board of directors of the Home Improvement Products Association.

First in importance is some form of addition or extension of the house. That's the impression Moore got in his travels around the country for H.I.P.

● **How much of the homeowner's expenditures go for roofing, bathroom fixtures, insulation or plumbing?**

For the most part, only informed guesses are possible. But some data on home improvement loans is available from the Federal Housing Administration, and gives a good indication of consumer preferences.

In 1959, the last year for which figures are available, FHA insured property improvement loans for a total close to \$1 billion. That comes to about one-fifth of the total for new house loans and represents a good-sized chunk of light construction remodeling.

The data includes some information on improvements to other than single-family dwellings. But to quote FHA: "... Loans for the improvement of single-family residences continue to account for 9 out of every 10 notes and 85 per cent of the net proceeds." About 987,000 loans, worth \$847,146,000, applied to one-family homes that year.

Of the net proceeds, 27.3 per cent applied to additions and alterations; 14.5 per cent to exterior finish, 9.2 per cent to interior finish; 3 per cent to roofing; 4.5 per cent to plumbing; 8.6 per cent to heating; 7.6 per cent to insulation; 3.9 per cent to garages; and 6.4 per cent for miscellaneous improvements.

For additions and alterations, over 30 per cent of the individual loans fell between \$1,000 and \$2,000; for exterior finish, 40 per cent of the loans were between \$1,000 and \$2,000; for interior finish, 44 per cent came between \$200 and \$800; and for roofing, 55 per cent came between \$200 and \$600.

For plumbing, 45 per cent of the loans fell between \$200 and \$400; for heating, 20 per cent between \$600 and \$800; for insulation, 47 per cent between \$200 and \$400; and for garages, 31 per cent came between \$1,000 and \$1,500.



ONE OF A KIND remodeled kitchens are Hay's specialty. Here he shows final blueprint to housewife-customer, checks out any last minute changes she may want.

## You can make a whole career in KITCHEN REMODELING

Although a homebuilder and add-on remodeler in his own right, Dave Hay of Des Moines, through referrals, home show displays, radio spots, finds full-time work and full-time profits in up-dating old kitchens

Dave Hay of Des Moines, Iowa, likes to build a nice big house as well as the next fellow . . . and he does enjoy planning and building on a bedroom wing. But he is a little afraid that success is herding him into a career of kitchen remodeling.

"There is no question, women are more interested in kitchens today than they have been for years," Dave Hay says. "I've found that if you give them what they want, you can have about all the kitchen remodeling you want to go after."

**DAVID E. HAY, INC.**, goes after this business three ways.

1. They print up a "referral" card with provision for a fill-in which says in effect, "We're doing that job down the street—and if you have been thinking at all of a remodeling, of any kind, why don't we get together. No obligation." This card is mailed to the neighbors of Hay's customers.

2. They use 30-second radio spots.  
3. They go into the Iowa Home Show with a display.

The last two endeavors are strictly on kitchens, and they feature a line of cabinets which Dave Hay took on recently. Here is an example of a radio commercial, which capitalizes inoffensively on Dave's training as an architect:

"Since the kitchen plays such an im-

portant part of your family life, why not have yours custom-designed—planned for your special needs. David E. Hay is the designer to do it. His one-of-a-kind kitchens are famous for their beauty and their work-saving features. Hardwood cabinets give you storage space to spare . . . counters are where you need them. Have Dave Hay put a custom kitchen in your home, now. See David E. Hay, Inc., at 3804 Ingersoll for all your building and remodelling."

This commercial, when carried with the specific brand name of the cabinets, is partly paid for by the cabinet distributor, who also cooperated with Dave Hay on the home show exhibit. "**THE HOME SHOW** was the breakthrough in kitchens," Dave Hay says. "Since our display there, we've had all the kitchen inquiries we can handle."

Sold on the show idea, he'll go back into the Iowa affair next time, but believes he'll make it harder for people to "register" so that there will be fewer total busts among the names accumulated. For the initial show venture David E. Hay, Inc., used four staff members in the booth. Dave feels that a good deal of "qualifying" is possible when an adequate staff is on hand, and a list of really hot prospects can be winnowed and sifted from the crowds while staffers are talk-

ing to people. This, of course, would eliminate a lot of lost time following up on curiosity seekers, and permit Dave and his organization to concentrate on true prospects.

"You can lose a lot of valuable time talking to people who don't realize that they are not prospects for a remodeled kitchen," he explains. "For that reason, I give them a wild-guess figure early in our talks—even if they don't ask for it. As soon as I know what they have in mind—size, equipment, materials—I say something like:

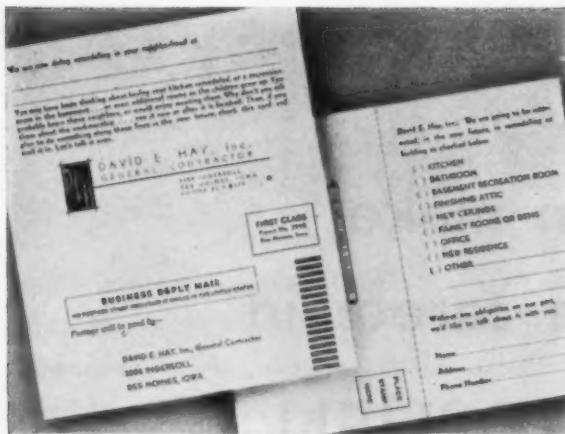
"This looks like about \$3,000. Is that what you had in mind? If it is, we go ahead. If it isn't, everyone saves."

Dave Hay enjoys kitchens, but admits there are many headaches. Not the least of these is dealing almost entirely with women. You get paid by the man of the house, he points out, but you deal with the women.

"In a way this is not bad," he says. "Sell her a good kitchen that she can brag about—and enjoy working in—and she'll sell the old man on paying the price."

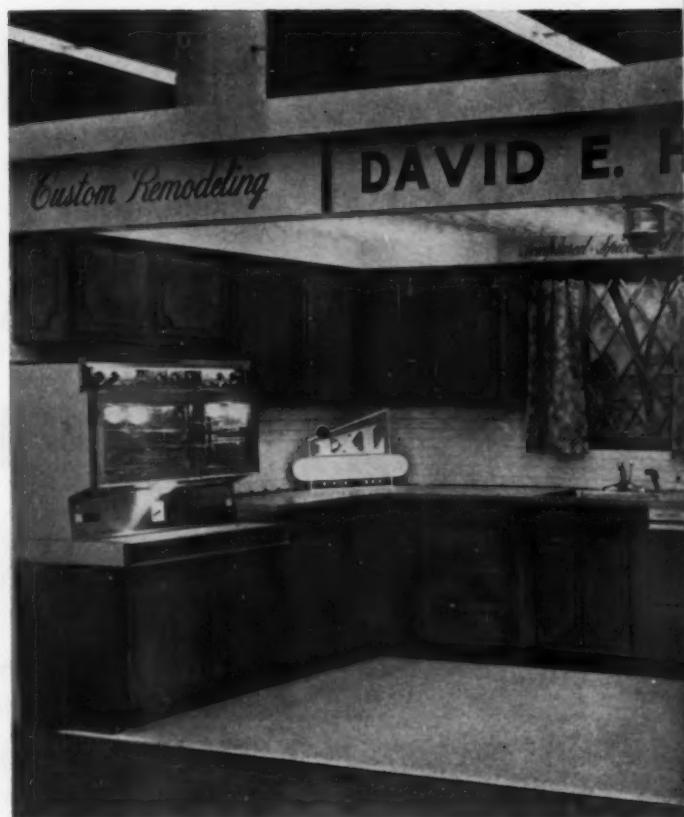
**WHAT IS TOUGH**, however, is pinning the housewife down on what she wants. The David E. Hay, Inc., technique is as follows:

- Initial visit, to talk and get the general idea.
- Price mention, within about \$500.



**REFERRAL CARD**, mailed in neighborhood where Hay is working, asks neighbors to drop by and judge improvements, talk over their own remodeling plans.

**HOME SHOW** brought in "all the inquiries we can handle," had full cooperation of local cabinet distributor. In future shows, Hay will screen out luke-warm prospects.



## Toughest remodeling question: what

- Measure up the space, and go back to sketch it out roughly.
- Go back with rough-up. Talk appliances, other equipment, gas or electric range, retaining appliances.
- Go back and draw it up in final form, to show the customer and for the men to work from if all proceeds well from here on.
- Check out with subs, and then make a final bid.
- Draw up the contract.

"At this point, we all know what we are to do in return for the contract price," Dave Hay says. "The woman is most likely to change her mind. She'll ask the men on the job to make the change, without mentioning it to our office. Naturally, it is hard for the men to refuse."

"Finally we worked out a system in which we outline for the men the exact steps they are to take. Any time any thing different comes up—check with the office. To make the woman realize that what she has asked for is different from the actual contract—and to avoid endless trouble—we have a special form she must sign. This form labels the change for what it is, a deviation from the contract which

must result in a difference in price." **THE WIDE VARIATION** in cost of such things as lighting fixtures, wall paper, floor coverings, etc., produces a problem in estimating a kitchen job. One solution is to quote a price without those items, adding their cost later. Another is to allow an amount to cover average conditions, and stipulate that adjustments can be made.

For instance, wall paper at so much a roll is figured. The customer can see why it would cost more if she picks a more expensive paper. The Hay organization explains that she earns a reduction in price, too, if she selects a less expensive roll.

"We usually figure a job with Tessera on the floor," Dave says by way of explanation. "If she goes for Futesque (which is cheaper), she gets credit. If her choice is an all vinyl Pompeian, she pays the difference."

"The important thing is a completely spelled-out contract, with each point explained—and understood."

A man who, like Dave Hay, has designed and installed many kitchens soon gets to know more about what one should be like than women do. (Which he should never let his cus-

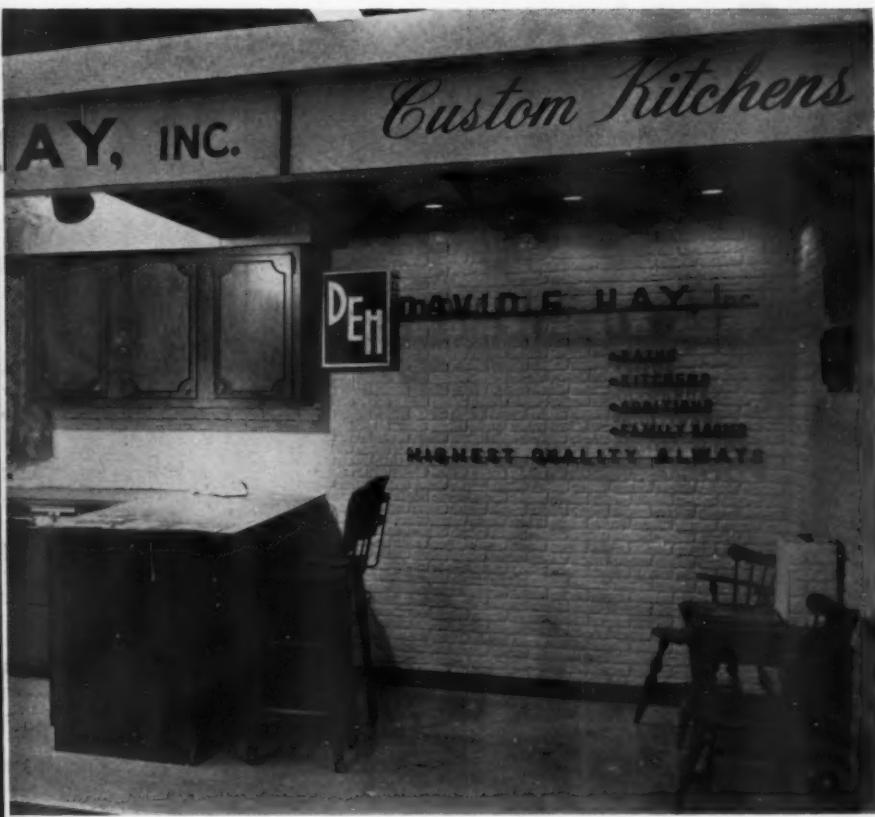
tomers find out, of course.) Part of the trick is to be sure she gets *everything that will make a kitchen easy to work in*, but avoid letting her "load" the basic contract with gadgets which won't carry their weight in usefulness. For instance, Dave Hay points out, there are many crack-pot slides and hangers and so forth that a woman may think she wants. Putting them in costs money, largely in labor.

"WE SUGGEST that the woman live with the kitchen a while," he says. "Then, if she still wants the items, we put them in for her. But we try hard not to let gadgetry jack up the price of a remodeling so that we look more expensive than we are."

On the other hand, Dave Hay quietly puts in certain features that he knows make a kitchen more lovable—and a simple example is bearing-and-nylon drawer slides.

"You can spend \$20 in a kitchen for easy sliding drawers, and it'll pay off in referral business," he says.

Dave Hay believes a good part of his current action in kitchens is due to the line of cabinets he has been featuring, and it is his opinion that any builder is smart to hitch his wagon



## does customer really want?

to one good line which he can promote. However, he makes constant improvements and adaptations in the form of drawer liners, trays, etc. His recommendation is to pick a line with a great deal of versatility. He cites an example of one customer who commented that she could have ceramic or plastic, copper or stainless steel wall tile—paper or paint or wood—above her counters.

Fortunately, she was able to decide on one of them, although one of Dave Hay's big problems is decisions. In order to minimize the vast quantity of things a customer must decide on, he usually leaves floors and fixtures and wall coverings until last. Make the big decisions first, then the little ones come easier. When cabinets and appliances are decided upon, perhaps even in place, then they take up the floors and walls.

"Sometimes the most difficult job is talking a housewife out of some appliance that she thinks she can't live without," Dave Hay complains. "A stove or something that is way out of key with the rest of the kitchen ruins the job. The best solution we have found is to tell the customer that

she may—some day—want to sell the house. To a person who doesn't realize what a wonderful instrument that old stove is, it's an eyesore."

DAVE HAY, like any other intelligent remodeling contractor, takes special pains to select workmen and subs that will do the job the way it should be done—and who will represent David E. Hay, Inc., in a creditable way on the job. Some of his men have been with him as long as 10 years. Most of his subs are regulars, who have proved out over a period of time.

"It is often difficult to get firm contracts with subs when a job is small," he says. "For that reason, we've got to trust them many times not to gouge us when they send the bill. We get so we can guess pretty close on small items—and we have to. A far-wrong guess can cut the profits mighty slim. Whenever the electrical or plumbing work amounts to very much at all, we get a quotation from the sub."

By giving his customers what they want (and tossing in a little extra in the form of what he knows they ought to have); by using subs that represent him well, Dave Hay turns out talk-of-the-neighborhood kitchens.

## Will the new kitchen fit the old house? Use this checklist before beginning

Affecting the up-dating of an old kitchen is the basic construction of the whole house. So, before working on the new design, the following should be checked-out:

- Are plumbing lines—pipes, tees, elbows—tight and in good repair? Will the existing system take the extra load of a new sink, washer-drier, laundry tubs, or is a major overhaul in order?
- Are the gas and/or power lines adequate for the new kitchen? If electric, is the house wired to "total horsepower" to meet the needs of new ranges and ovens? If gas, are the lines tight, free from clogging, do they service any other area of the house? Does the prospect want to convert from one utility to the other, if so, what would be the problems?
- Will position of radiators or warm air registers affect placement of floor storage cabinets, sink, appliances? How can they be worked around?
- Where will the range vent exhaust go? Through roof, or wall?
- How does basic framing and partitioning affect cabinet placement, in-wall storage and shelves, changing a full wall to counter pass-thru, hanging indirect lighting troughs, putting up interior stone or brick veneer?
- Where are entrances and windows? Will they blend into new design without costly reframing?
- Has existing insulation and paneling been damaged by high moisture level of old kitchen? Is more ventilation required? New insulation?
- Will the floor and floor joists take the extra weight of new appliances? Are the joists rotted, cracked? Is there a sag problem? Will existing floor take new vinyl or linoleum covering?
- Finally, in planning the overall design, place appliances in good working relationships with counter space. If the classic "triangle" concept does not fit in the particular job, reject it. Convenience, storage, work-space are "firsts" in up-dating kitchens.

# Carport to garage:

This conversion is a specialized market that has built-in sales appeal for any homeowner that has a carport attached to his house. Here are the construction techniques:

As any homeowner who owns one will tell you: carports leave a lot to be desired. They're wet in rain, full of snow in the winter and little protection from the sun.

Overhead Door Corp., has come up with an answer to the problem that opens up a new "sidewise" market for most small builders and remodelers.

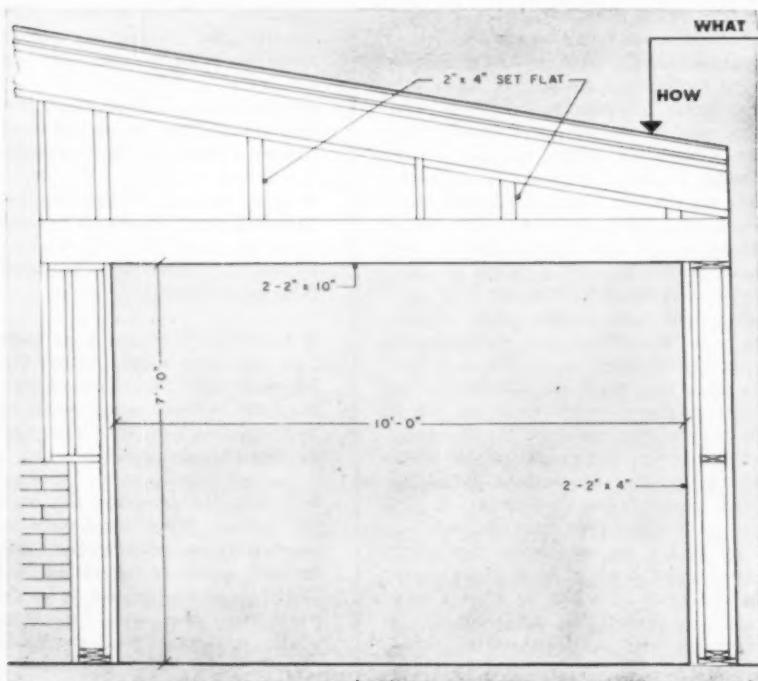
By simply installing an overhead

door at the front and rear of the carport—assuming there's a side to the structure—the carport becomes a garage. With a patio at the rear, and with the car removed, the structure becomes an "indoor" room for cookouts, teen parties, and family living. With both doors up, it becomes a breezeway, play pavilion, or a passageway to the backyard for garden work.



**Park Forest, Ill., carport is typical conversion job**

A middle income community, Park Forest, near Chicago, illustrates profit potential of carport switch. Among 5,500 living units, most have carports which could be converted. For outdoor living, bug-proof screens are available to go over openings.



**Easy techniques involved**

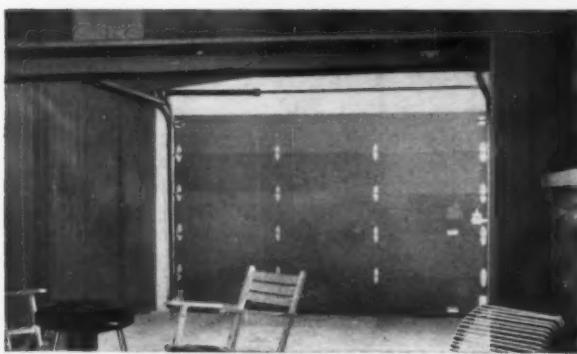
To convert the carport, headers were installed to support front, rear doors. Area above is filled with matched siding.

## Conversion cost was \$662

Openings (labor, materials) .. \$335.  
Two doors (installed) ..... \$257.  
Door low headroom kit ..... \$70.

Not including glazing of the rear door (as done here), and the headroom kit, average cost for conversion in Chicago area: \$590. Glazing the rear door provided more light and permitted viewing of the back yard and patio. Front door is solid to assure privacy from street.

# the switch makes money



**Front door blocks view from the street**

Solid panel front door can be closed, or it can be left open for extra ventilation and light. Conversion package could include lighting, ceiling and floor tile, decoration.



**For outdoor living, screens stop insects**

Specially designed "snap-on-roll-up" screening zippers down both sides when doors are up. Or screens can be snapped to door, work automatically when door is opened, closed. Cost: \$50 each.

## BLUEPRINT HOUSE



**WITH COST-CUTTING CONSTRUCTION**, this Early American design avoids pretense, depends on clean lines, good proportions and simplified detail for its appearance.

American Builder Blueprint No. 286

## Double your sales appeal...



**FRONT ENTRANCE PORCH**, framed by graceful arches, insures protection to visitors during bad weather, adds to charm of street elevation. Walls are white; shutters green.

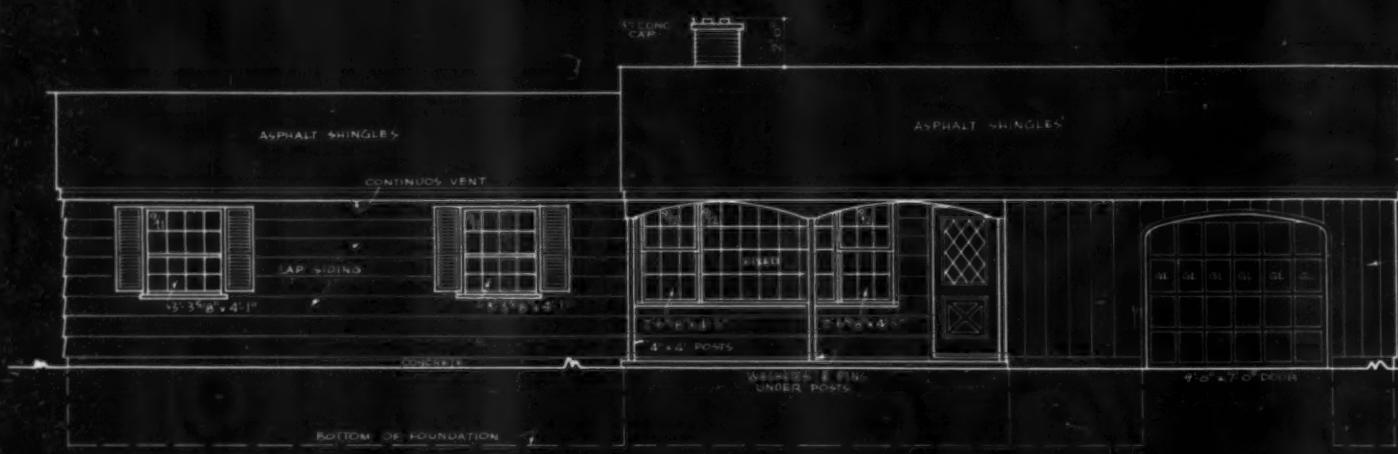
A perennial best seller, Cape Cod house adapts to all settings, all climates. This house, built in New England, has three bedrooms, two baths, sells for \$13,690

Though on-slab construction has proven successful in most parts of the country, there are still many builders and homeowners who prefer a full basement for extra room and protection against frost. The house, shown here, should satisfy anyone, especially the builder who must cater to all tastes. It can be built with full basement, the difference incurring the addition of a stair width to the on-slab plan. Its basic area is 1,488 sq. ft. which also includes the large garage. Both plans have the same spacious feeling in main living areas and both open, from inside, into the garage.

Pre-fabricated trusses, supporting the roof, eliminate the need for bearing partitions and offer a more liberal division of the floor area than found in older Colonial houses. There's more usable space than its outside appearance would indicate; a 12' 6" x 17' 4" living room blends into a 9' 3" x 13' 6" dining room without dividing walls while the kitchen, 10' 6" x 14' 6", is separated from both by a serving counter. The latter room also has space to set up a table for family meals. From this activity center, a short hall leads to the bedroom wing where rooms have large windows, ample closets.

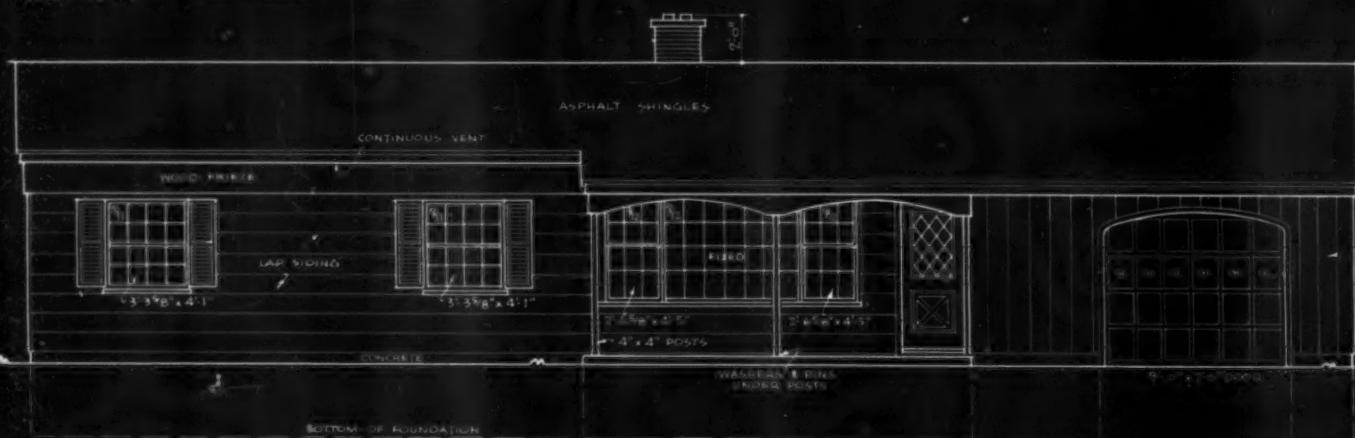
## ...offer a choice—slab or





**FRONT ELEVATION - PLAN "A"**

FRONT END  
SCALE 1:875

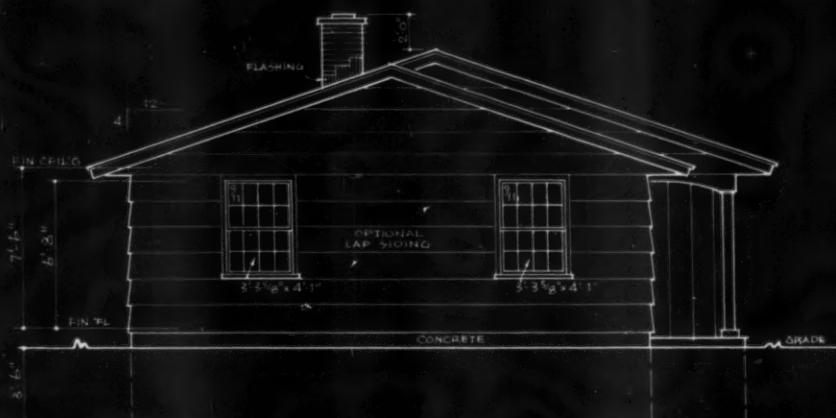


**ALTERNATE FRONT ELEVATION - PLAN "A"**

REFERRAL  
SCALE 0-100

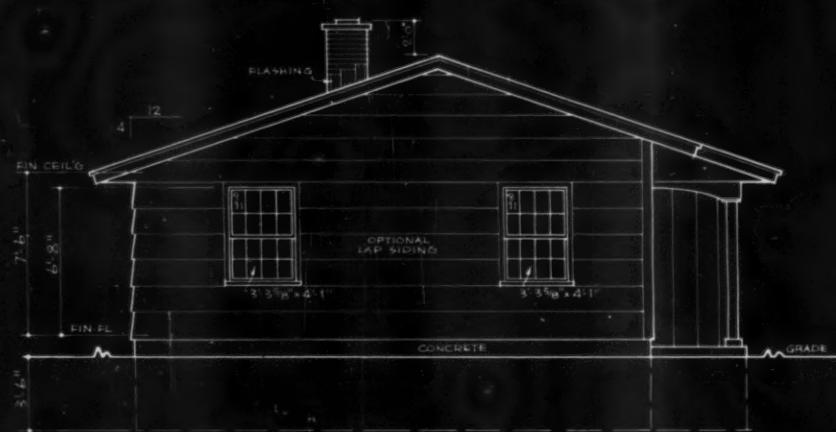
**REAR ELEVATION - PLAN "A"**

## REAR EL



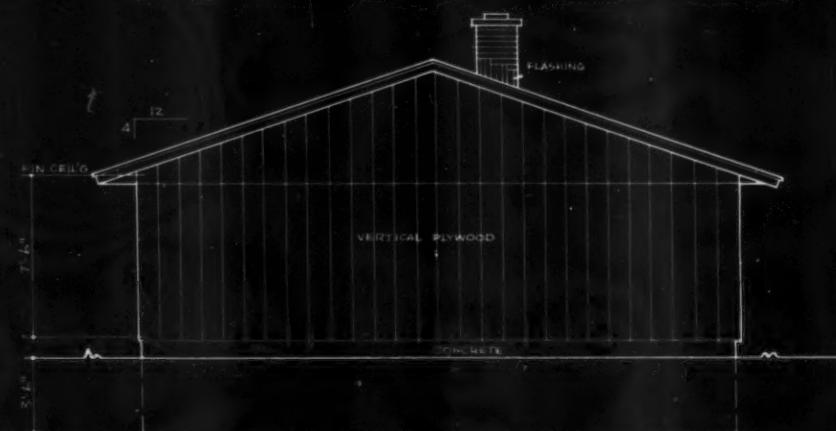
LEFT END ELEVATION - PLAN "A"

SCALE 1/8" = 1'-0"



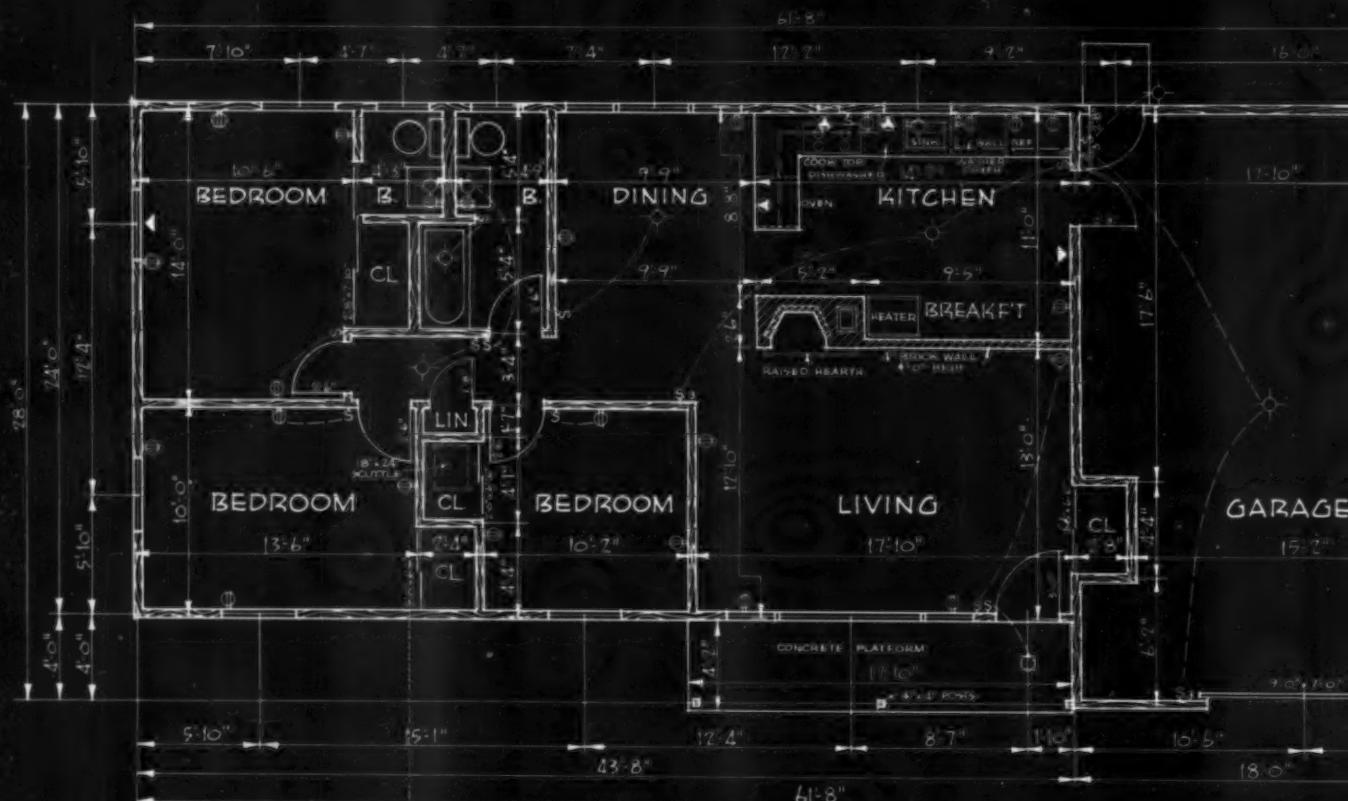
ALTERNATE LEFT END ELEVATION - PLAN "A"

SCALE 1/8" = 1'-0"

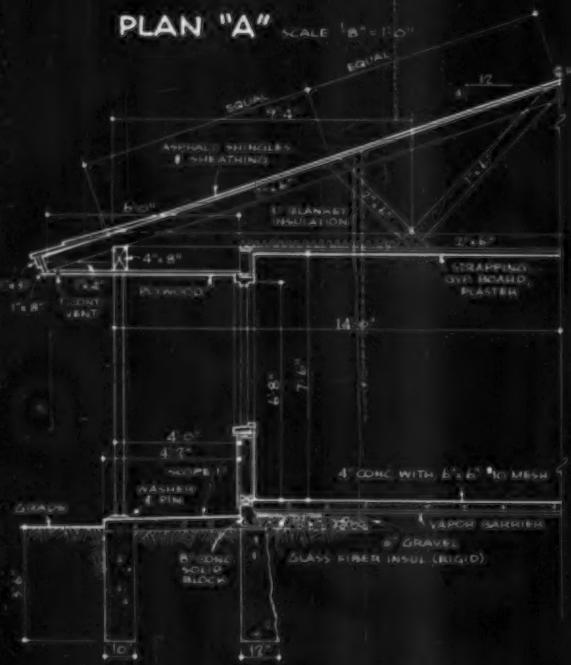


RIGHT END ELEVATION - PLAN "A"

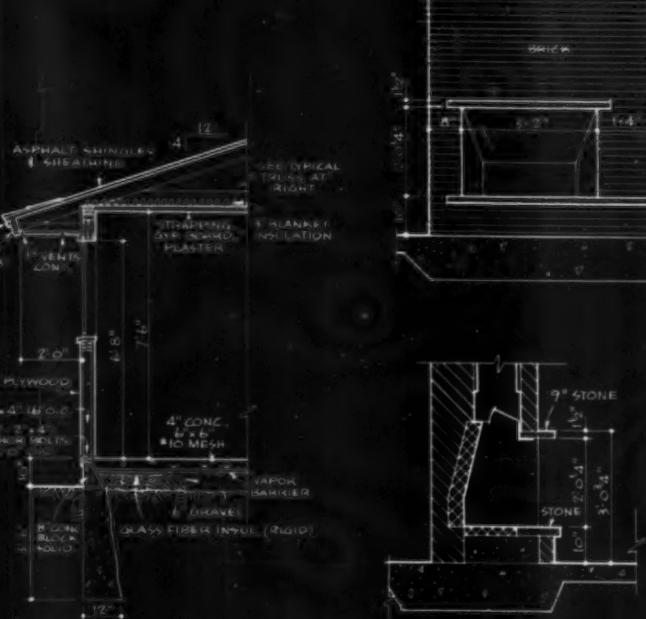
SCALE 1/8" = 1'-0"



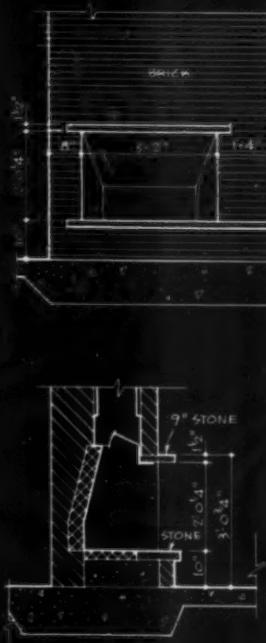
## PLAN "A"



## SECTION AT LIVING ROOM



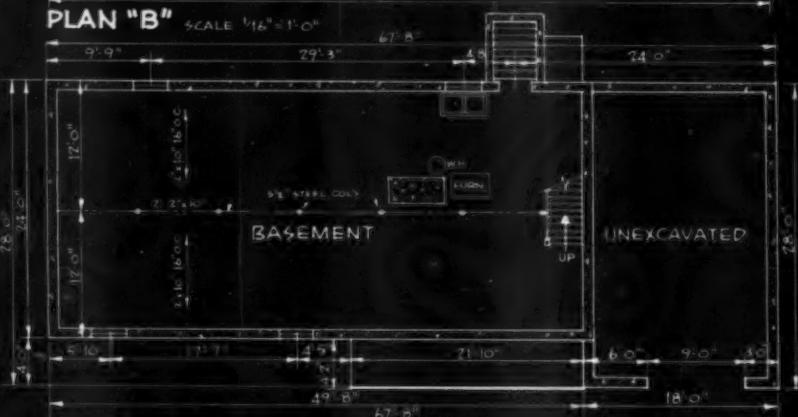
**TYPICAL SECTION**



## FIREPLACE



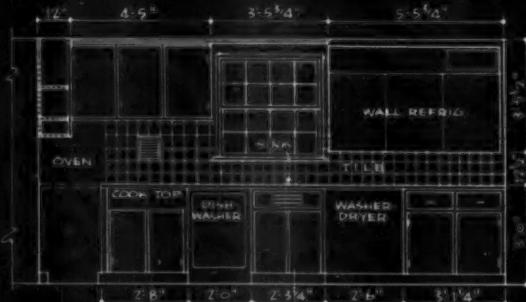
PLAN "B" SCALE 1/16" = 1'



**PLAN "B" BASEMENT**

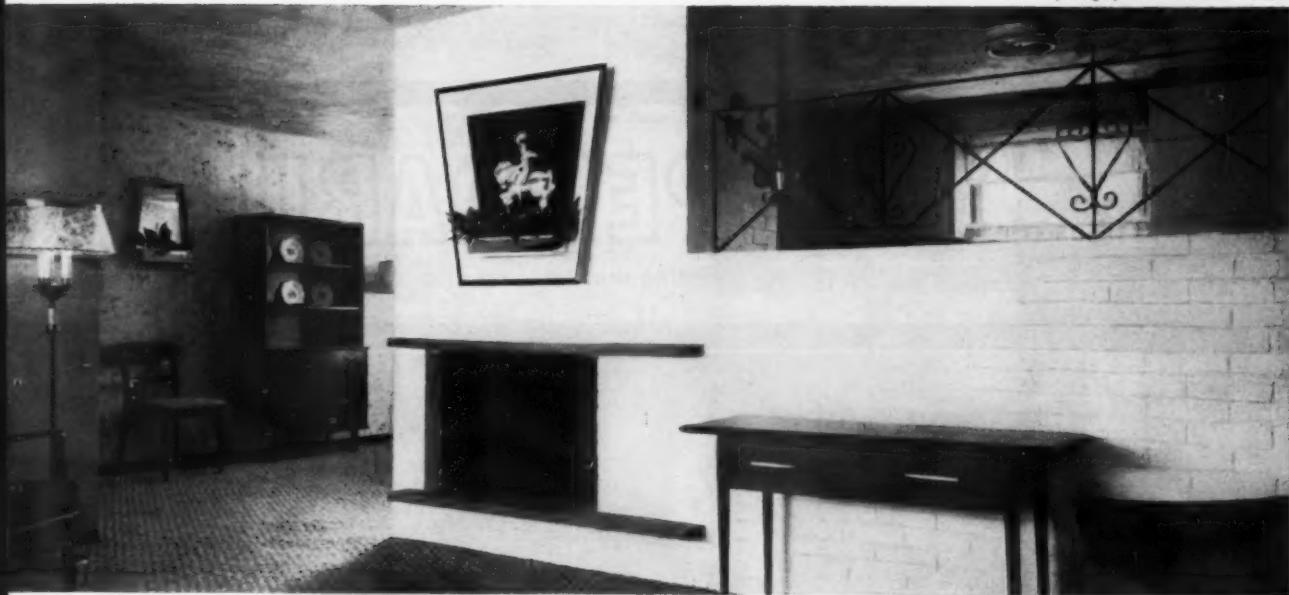


### **TYPICAL TRUSS**



## KITCHEN ELEVATIONS





LOW DIVIDER WALL between living room and kitchen joins fireplace, creates separation, yet feeling of openness in living area.

## Cape Cod adapts to life of active families

Adding to the spacious feeling of the plan, a brick fireplace wall in the living room acts as a partial divider for the kitchen and is topped by a wrought iron grille; ceilings in both areas run through uninterrupted adding to the informal look of each. The brick of the low wall and the island chimney is painted white. The fireplace is simple and geometric in design, its horizontal lines emphasized by a raised bluestone hearth and mantel shelf.

Walls in the principle rooms are of lath and plaster and covered, in dining room and bedrooms, with floral wallpaper. Doors throughout are

of flush or panelled mahogany; kitchen cabinets of stained birch.

Ceramic tile was used in the bathrooms and as splash plates above the plastic kitchen counters. Except in the kitchen where vinyl asbestos was used, all floors are of asphalt tile.

Copper tubing, built into the floor slab, supplies hot water radiant heat to all rooms. Where a basement is installed, other types of hot water heat are offered with the heater transferred to the lower level.

With full excavation, there's enough space below for a large recreation room, workshop and laundry. An outside bulkhead makes this a convenient

storage area for outside furniture and barbecue equipment. An additional fireplace down below would also add to its livability. Even when full excavation is provided under the living room, dining room and kitchen areas, the owner would find plenty of space for living and storage.

The house sits on a flat lot, 100x150'. Like its traditional forebears its lines are low and simple. Wide siding and vertical plywood boards cover outside walls and create interesting textural patterns without upsetting the lines of the overall design. Builder, Michael Campanelli; architect, Edward A. J. Poskus, Brockton, Massachusetts.

## Blueprint House No. 286 Quality Products and Estimating Takeoff List

### Quality Products

Concrete, Atlas; exterior siding, Masonite; plywood boards, Georgia Pacific; plaster, U.S. Gypsum; ceramic tile, Styron; interior and exterior doors, Morgan; paints and stains, Enterprise; wood double hung windows, Pinecraft; asphalt floor tile and asbestos tile flooring, Kennedy; wood kitchen cabinets, Farina Brothers; countertops, Pioneer Plastic; hardware, Yale; plumbing fixtures, American-Standard; copper piping, Phelps Dodge; range, G. E.

AMERICAN BUILDER HOUSE NO. 286		
L = lin. ft.	C = cu. ft.	
S = sq. ft.	U = units(s)	
FIRST FLOOR AREA	1,056 S	
GARAGE FLOOR AREA	448 S	
PLATFORM AREA	85 S	
BUILDING CUBAGE	19M C	
<b>EARTH EXCAVATION &amp; GRADING—</b>		
Topsoil 6" Grade Excav. & Fill	6,825 S	
Earth Foundation Excav. & B'fill	1,080 C	
Earth Floor Leveling	1,575 S	
Gravel 6" Floor Sub-Fill	1,490 S	
Water Encountered Drainage	Sum	
<b>CONCRETE CONSTRUCTION &amp; FINISH—</b>		
2500# Conc. Foundation Walls	560 C	
2500# Conc. Foundation Walls Forms	750 S	
2500# Conc. Chimney Haunch	15 C	
2500# Conc. Floor Haunch	5 C	
<b>—BRICK &amp; STONE CONSTRUCTION &amp; VENEER—</b>		
Face Brick 4" Interior Wall	40 S	
Face Brick 4" Int. Chim. Veneer	110 S	
Face Brick 4" Ext. Chim. Veneer	25 S	
Com. Brick Chimney Construction	60 C	
Fire Brick 4½" F.P. Wall Lining	15 S	
Fire Brick 2" F.P. Hearth Lining	5 S	
Trade Items Set-In	Sum	

continued on page 111

## full basement

**Plywall**  
flair  
steps  
out front in

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## Estimating Takeoff

continued from page 109

Stone 12"x2" F.P. Hearth	5 L
Stone 9"x1/2" F.P. Mantle	4 L
Vitr. T.C. 13"x12" Flue Lining	13 L
Vitr. T.C. 12"x8" Flue Lining	14 L
1:3 Concrete 2'8"x2'8x3" Chim. Cap	1 U
Acid & Grout Expos. Brick Clean & Paint	215 S
Trade Items Built-In	Sum

### —METAL ORNAMENTAL & MISC. WORK—

Cast Iron 12" sq. Cl. Out Door & Frame	1 U
Cast Iron 24"x12" Firepl. Damper & Frame	1 U
3x4x3/8" Steel Fireplace Lintel	5 L
1/2"-d. Steel 12" Anchor Bolts & Nuts	60 U

### —METAL SHEET WORK—

16-oz. Copper 18" Chim. Stepped Flashing	8 L
16-oz. Copper Vent Pipe Flashing	1 U

### —LUMBER FRAMING & CONSTRUCTION—

4x8 Fir Roof Beam	20 L
4x4 Fir D.45 Structural Posts	25 L
2-2x6 Fir Window Lintels	45 L
2-2x6 Fir Partition Plate	10 L
2x6 Fir Partition Sill	10 L
2x6 Fir 16" o.c. Partition Studs	75 L
2x6 Fir Roof Truss Bottom Chord	535 L
2x6 Fir Roof Truss Top Chord	1,070 L
2x6 Fir Roof Truss Braces	250 L
2-2x4 Fir Bolted Wall Sill	180 L
2-2x4 Fir Bolted Wall Plate	180 L
2-2x4 Fir Partition Plate	175 L
2x4 Fir Ext. Wall Sill	55 L
2x4 Fir Partition Sill	125 L
2x4 Fir 16" o.c. Ext. Wall Studs	1,480 L
2x4 Fir 16" o.c. Partition Studs	915 L
2x4 Fir Roof Truss Bottom Chord	340 L
1x6 Fir Roof Truss Braces	450 L
1x4 Fir 16" o.c. Rf. Soffit Blocking	250 S
1x3 Fir 16" o.c. Ceiling Furring	980 S
1x6 Fir T&G. Attic Catwalk	125 S
1/2" Plycore Roof Lining	1,995 S
3/4" Plywood Ext. Wall Lining	1,205 S
Blanket 3" Ceiling Insulation	1,050 S
15# Felt Wall Isolation	1,205 S
15# Felt Roof Isolation	1,995 S
Cedar 14" Expos. Wall Clapboards	720 S
1/2" Plywood Vertical Wall Siding	485 S
210# Asphalt Roof Shingles	1,995 S
Alum. & Mesh 1" Soffit Screens	230 L
Steel 6"x6"x1" Post Base & Pin	3 U
Wood Misc. Furring & Grounds	Sum
Metal Structural Hardware	Sum

### —WOOD EXT. & INT. MILLWORK—

1 1/2" W.P. & Glass 3"x7" Glaz. Ext. Door, F&T	1 U
1 1/2" W.P. & Glass 2'8"x7" Glaz. Ext. Door, F&T	1 U
1 1/2" Mah. Ven. 8"x7'10" Slid. Int. Door, F&T	1 U
1 1/2" Mah. Ven. 4'x6'6" Slid. Int. Door, F&T	3 U
1 1/2" Mah. Ven. 2'8"x6'8" Flu. Int. Door, F&T	1 U
1 1/2" Mah. Ven. 2'6"x6'8" Flu. Int. Door, F&T	4 U
1 1/2" Mah. Ven. 1'8"x6'8" Flu. Int. Door, F&T	1 U
1 1/2" Fir, Pine & Gl. 9"x7" Glaz. O.M. Door, F&T	1 U
Wh. Pine Sash 7"x4'5" Fixed Window, F&T	1 U
Wh. Pine Sash 3'4"x4'1" Fixed Window, F&T	1 U
Wh. Pine Sash 2'7"x4'5" D.H. Window, F&T	2 U
Wh. Pine Sash 3'4"x4'1" D.H. Window, F&T	5 U
Wh. Pine Sash 3'x4'1" D.H. Window, F&T	1 U
Wh. Pine Sash 2'4"x4'1" D.H. Window, F&T	2 U
Wh. Pine Sash 2'4"x3'1" D.H. Window, F&T	2 U
P. Fin. B. Ven. 3'1"x2'3" Base Cab net & Hdw.	1 U
P. Fin. B. Ven. 2'8"x2'x3" Range Cab net & Hdw.	1 U
P. Fin. B. Ven. 2'6"x2'x2'6" Drawer Cabinet & Hdw.	1 U
P. Fin. B. Ven. 2'3"x3"x1" Cel. Susp. Cabinet & Hdw.	1 U
P. Fin. B. Ven. 2'3"x2'x3" Sink Cabinet & Hdw.	1 U
P. Fin. B. Ven. 1'2"x2'x3" Base Cabinet & Hdw.	1 U
P. Fin. B. Ven. 3'x2'6"x1" Wall Cabinet & Hdw.	1 U
P. Fin. B. Ven. 2'6"x2'x6"x1" Cel. Susp. Cabinet & Hdw.	1 U
P. Fin. B. Ven. 2'3"x3"x1" Cel. Susp. Cabinet & Hdw.	1 U
P. Fin. B. Ven. 1'6"x2'6"x1" Wall Cabin. & Hdw.	1 U
Wh. Pine 18"x24" Cel. Scuttle	1 U
Wh. Pine 1'x12" Closet Shelving	30 L
Wh. Pine 1'x12" Porch Fascia	25 L
Wh. Pine 1'x8" Roof Fascia	125 L
Wh. Pine 1'x8" Roof Rake	85 L
Wh. Pine 1'x6" Int. Wall Valence	5 L
Wh. Pine 1'x4" Wall Base	320 L
Wh. Pine 1'x3" Fascia Moulding	125 L
Wh. Pine 1'x3" Shelf Cleats	20 L
Wh. Pine 1'x3" Rake Moulding	85 L
Wh. Pine 1'4"x4" Window Shutters	4 U
5% Ext. Plywood Soffit Boarding	305 S
Metal Closet Poles & Acc.	15 L
Formica Counter Tops	25 S
1/2" D.S.A. Glass Window Panes	180 S
Vinyl Floor Covering	733 S
Asphalt Tile Floor Covering	162 S

### —METAL & GYPBD. WALL & CEIL. LATHING—

3.4# Galv. Metal Wall Lath	195 S
Gypsum Board 1/2" Wall Rocklath	1,805 S
Gypsum Board 1/2" Ceiling Rocklath	980 S
Metals Corner Beads	40 L

### —PLASTER WALL & CEIL. FINISH—

Gypsum. Plas. 5/8" Wall 3 coats O.R.L.	1,805 S
Gypsum. Plas. 5/8" Ceiling 3 coats O.R.L.	980 S
Cem. Plas. C.T. Wall Scratch ct. O.L.	195 S

### —CERAMIC FLOOR & WALL TILING—

Ceramic Floor Tiling	60 S
Ceramic Wall Tiling	195 S
Ceramic Wall Base	35 L

continued on page 112

**Plywall** flair  
steps out front in

# DESIRABILITY

... with more ways to offer more value — profitably!



Plywall flair adds new emphasis to bi-fold doors—with exceptional beauty, unusual economy. Now you can offer home buyers more quality—in appearance, in construction—and cut costs, too. Plywall bi-fold doors are prefinished, saving you time and money. No finishing, no painting necessary. Simple to install, with top-quality hardware. Rich Rock Maple wood-grain finishes are Poly-Clad protected to resist mars, scuffing, stains. Back-sealed and edge-banded. Standard heights of 6' 8", and 8' for floor-to-ceiling installations, in widths for 4', 5' and 6' openings.



New inspiration for interiors! Plywall's High-Pressure Laminex doors are distinctive, economical. Bold wood-grain finishes—in Rock Maple or English Walnut—complement any decor, lend an inviting influence to any home. Pre-finished and Poly-Clad protected for easier handling, lasting beauty. Standard heights and thicknesses, complete range of widths. Match walls and doors! High-Pressure Laminex doors can be ordered in finishes to match Poly-Clad Plywall wood paneling.



Call your dealer or write

PLYWALL PRODUCTS COMPANY, INC.

Fort Wayne, Indiana • Corona, California



\*Pat. Pending

# FILUMA®

Fiberglass-Aluminum  
Garage Doors

## THE LIGHT NEW LOOK IN GARAGE DOORS

**LIGHT COMES THROUGH**—What a difference Filuma makes! The translucent fiberglass panels transform the darkest garage into cheery light. No windows necessary! Makes the garage a bright place for work or play . . . more room to have fun!



### LIGHT WEIGHT STRENGTH, DURABILITY

Filuma weighs one-third as much as wood doors. But it is **strong**. Tempered extruded aluminum frames encase stout reinforced fiberglass panels which are warp-proof, shatter-proof, shrinkproof, weatherproof. Installation is a breeze, the operation, touch easy! And, there's no painting or glazing . . . ever!

### NOW! FILUMA IN FIVE COLORS

Filuma, in its modern sculptured design, today graces thousands of America's homes, adding **new** beauty, **new** ease of operation, **new** convenience. And, now Filuma comes in **fire smart colors**—white, coral, green, tan, and yellow. Which color do you want?



The trend is to Filuma! Write today for details and complete literature.

**FRANTZ**  
MANUFACTURING COMPANY  
STERLING, ILLINOIS

## Estimating Takeoff

continued from page 111

### METAL FINISH HARDWARE

Metal Exter. Door Cylind. Locks	2 U
Metal Inter. Door Latch	7 U
Metal Inter. Door Lock Sets	2 U
Metal Slid. Door Lock Sets	1 U
Metal 8' Slid. Door Tracks	1 U
Metal 4' Slid. Door Tracks	3 U
Metal Exter. Door Hinge Sets	2 U
Metal Inter. Door Hinge Sets	6 U

### METAL & GLASS TOILET ROOM ACCESSORIES

Metal & Glass 1'6" x 2' x 4" Med. Cab. w/ Mirror	2 U
Chrome Metal Toilet Paper Holders	2 U
Chrome Metal Soap Holders	2 U
Chrome Metal Tumbler & T.B. Holders	2 U
Chrome Metal Soap Dish & Grab Bar	1 U
Chrome Metal Towel Bars	3 U
Metal & Fabric 5' Shower Rod & Curtain	1 U

### PAINT EXT. & INT. FINISH

Lead & Oil Ext. Millwork 3 coats	670 S
Lead & Oil Int. Millwork 3 coats	110 S
Lead & Oil Plaster Wall 3 coats	1,805 S
Lead & Oil Plaster Ceil. 3 coats	980 S
Lead & Oil Gyp. Bd. Wall 2 coats	610 S
Lead & Oil Gyp. Bd. Cell. 2 coats	450 S
Stain & Varnish Int. Millwork 4 coats	925 S
Lead & Oil Cedar Siding 3 coats	720 S
Lead & Oil Plywood Siding 3 coats	485 S

### PLUMBING SYSTEM & FIXTURES

Water Serv. Connection & Piping	1 U
Sanit. Serv. Connection & Piping	1 U
Hose Bibb, Connection & Piping	2 U
Lavatory, Piping & Acc.	1 U
Bath Tub, Piping & Acc.	2 U
Water Closet, Piping & Acc.	1 U
Shower Head, Piping & Acc.	1 U
Kitchen Sink, Piping & Acc.	1 U
Dishwasher, Piping & Acc.	1 U
Wash-Dry, Piping & Acc.	1 U
Elec. H.W. Mtr., Piping & Acc.	1 U
Gas Service Connection & Piping	1 U
Gas Heater Connection & Piping	1 U

### ELECTRIC SYSTEM & FIXTURES

Electric Service Connect.	1 U
Electric Service Panel & Switch	1 U
Gas Heater Connection & Wiring	1 U
Telephone Service Connect.	1 U
H.W. Heater Connection & Wiring	1 U
Dishwasher Connection & Wiring	1 U
Wash-Dry Connection & Wiring	1 U
Elec. Oven, Connection & Wiring	1 U
Elec. Range, Connection & Wiring	1 U
Elec. Refrig., Connection & Wiring	1 U
Elec. Exh. Fan, Connection & Wiring	1 U
Single Switch Outlets & Wiring	12 U
3-Way Switch Outlets & Wiring	4 U
Conv. Recept. Outlets & Wiring	24 U
Power Outlets & Wiring	3 U
Light Outlets & Wiring	10 U
Telephone Outlets & Wiring	2 U
Entr. Chimes, Connect. & Wiring	2 U
Ceiling Fixtures & Bulbs	6 U
Wall Fixtures & Bulbs	2 U
Exterior Fixtures & Bulbs	2 U

### HEATING SYSTEM & FIXTURES

H.W. Radiant & Accessories	1 U
H.W. Radiant Vent Stack & Connection	1 U

**POST OFFICE WILL  
NOT FORWARD  
MAGAZINES!**

**You must write us, prior to moving if possible, giving both old and new address, also postal zone. Allow three weeks for change.**

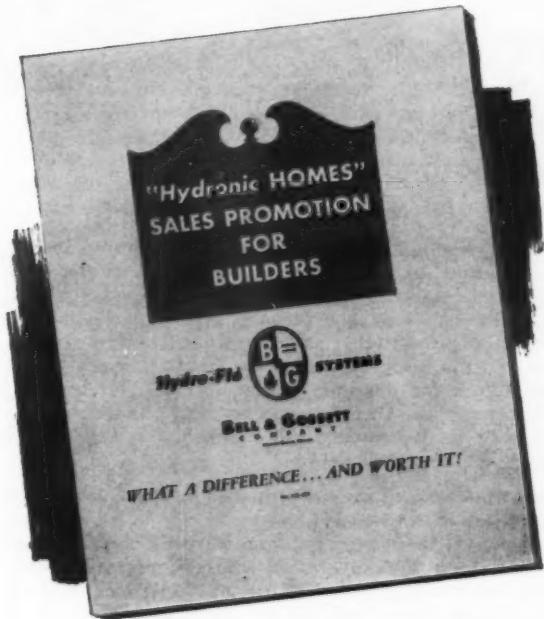
**AMERICAN BUILDER**

**BOX 961**

**BRISTOL, CONN.**



## DO YOU KNOW ABOUT THE *Hydronics* TEAM?



The plans of your homes are carefully studied by members of the Hydronic Team for the way to most economically and effectively make them Hydronic units.

...the organization which introduces more successful home merchandising methods

Today's home buyer is more critical, more insistent upon greater values for his money. Old appeals are literally old stuff... new ideas are needed to stimulate the urge to buy!

This is the purpose of the Hydronics Team!

How the Team functions to give builders a unique and vigorous selling program is fully explained in the brochure illustrated here. It will show you, as a builder, how to make the "Hydronic Homes Sales Promotion" lift your homes out of the competitive rut.

This plan is built around the fact that to make sales, a builder must create traffic through his model homes by means of some *distinctive feature* which identifies them favorably to his prospects.

The plan coordinates all the distinctive and exclusive features of Hydronics into a hard-hitting merchandising program. It enables builders to (1) attract prospects, (2) arouse their interest, (3) prove that a "Hydronic Home" offers infinitely more, (4) close the sale.

Send today for a copy of "Hydronic Homes Sales Promotion for Builders"...there's no obligation in getting all the facts.



**BELL & GOSSETT**  
C O M P A N Y

Dept. GS-11, Morton Grove, Illinois

Canadian Licensee: S. A. Armstrong, Ltd., 1400 O'Connor Drive, Toronto 16, Ontario



## PROFIT TIP for builders

- (a) who "sub" excavating or
- (b) dig and finish with same big tractor

If you're "doing without" the many *every-day* advantages of owning a good tractor outfit, you are missing a tremendous profit-opportunity. Similarly, if you're using an expensive "oversize" rig for routine finishing work, you are paying up to \$15 a day *too much* — in ownership\* costs alone! Once the foundation is in, you'll be time and money ahead with a fast, mobile Case 530 *Utility* Loader that costs only about \$8 a day\*.

**For backfilling and grading** — on average-size homesites — the thrifty Case 530, with its *high-torque gasoline or diesel engine* and special "All-Traction Utility" tires, gives you all the power and capacity you need. Tractor-loader moves heaped loads easily with float-control bucket, reverses in an instant with shuttle transmission. It maneuvers quickly with power-steer, digs and loads-out surplus dirt fast with over 9' dump clearance.

**During framing, roofing, masonry and roughing work,** a 530 loader can step-up your building schedule, keep entrances clear and graded for close unloading of trucks. It speeds handling of aggregate, stone, mortar... even holds roofing and other materials up where workmen can work off the stack. In 5 minutes you can quick-change to pallet fork for one-story lifting of block, lumber, and other materials. Or for special handling of windows, prefabricated sections, trusses and other awkward pieces, change to crane boom attachment.

**Final finishing** is simple with this precision loader. It cuts grade for driveways and walks, forms terraces and levels areas for lawn, loads-out surplus. Quick-change tools on rear hydraulic hitch help you prepare smooth finish grade for sod, or work-up soil before seeding... for best appearance to help you sell the house easier.

See how Case 530 *Utility* Loader can help you *reduce your net cost per house, increase profit...* call your Case Dealer for free demonstration. Or for complete details, write J. I. Case Co., Dept G1401, Racine, Wis.



If you need footings for slabs on grade, or dig your own septic systems, or want to handle trenching for sewer and water lines... See Case 530 *Utility* Backhoe-Loader. Hoe cuts over 16' from pivot, digs 14' deep, excavates fast because exclusive foot-pedal swing control allows bucket operation while swinging.

DIGGING • LIFTING  
**HANDLE WITH CASE**  
*Utility*  
 LOADING • CARRYING

\*Ownership cost figured as 30% of estimated average delivered price to cover depreciation, interest, taxes and insurance, based on 200 working days per year.

CU-L-286

# CASE

J. I. CASE CO., RACINE, WIS.



**CONSULTING ENGINEER** Dan Koffler checks over specifications of site plan for builder's project at his office in Wilmington, Del.

## Should you use an engineer?

**A successful builder has this to say: "I'd rather pay a consulting engineer good money to tell me I'm wrong than find out I was wrong by going broke"**

**T**hat's the main reason one big builder gives for working with a consulting engineer.

But how else can the builder benefit? For the answers, AMERICAN BUILDER interviewed Dan Koffler, consulting engineer, at his headquarters in New Castle, Del. Koffler often works with builders and his mode of operation is fairly typical.

**Q. Why should a builder retain a consulting engineering firm?**

**A.** Because a good firm can give him professional services covering a broad range of services. Because it can save him many times the money he spends for these services.

**Q. What services, for instance?**

**A.** Site evaluation, land planning, soil testing, house design, structural and foundation design . . . those are some of the jobs he handles.

He also works out special problems regarding variances and zoning, and prepares reports for investors.

**Q. Should a builder hire specialists or an engineering firm?**

**A.** It depends. How big a builder is he? Where's he located?

If he's small or medium-sized and operates near a large city, he can readily hire special consultants.

But in a semi-rural area, it's another story. Here's where the smaller builder should retain a firm with a general practice. Local specialists may not be available, and getting one from a distant city can delay work.

For the very large builders, of course, this whole question is probably academic. But how did they get so big? Early in the game, I'm sure, they called in professional consultants to

handle especially tough problems.

They may have started out small, but one thing is certain: they didn't think small for long.

**Q. What about a project job? What do you do for the builder there?**

**A.** Take this rural project in Maryland that we worked on.

The builder sent up a site plan prepared by a qualified land surveyor. Unfortunately, the surveyor had no conception of land planning or the design of public utilities.

The original plan called for only 15 lots. We increased this to 19. We did it by revising the site plan to meet local market conditions and county requirements for sewage treatment and water supply. One lot near a small stream served as the public utility.

**Q. What's your professional grievance against surveyors?**

**A.** Just this: many country surveyors are not sanitary or professional engineers. That's said with all due respect to the assistance they give builders.

It so happens, though, that most sanitary and storm systems they design are inadequate. They're often based on outmoded codes.

When it comes to sanitation or land planning work, I think the builder should retain a consulting engineer. In the long run, he protects his reputation and his business.

**Q. How else do you help the builder and his project?**

**A.** We can save him time and trouble—if given first crack at a job.

A project in downstate Delaware is a perfect example. One of our clients owned a parcel of 50 acres there, and the surveyor proposed a plan for 84

lots which the builder adopted.

But a number of state and federal agencies disapproved of the arrangement. And the builder's application for financing was turned down. It seems the sewage treatment facilities and water supply were inadequate for the needs of the entire development.

Our job was to re-evaluate the whole program and try to salvage it.

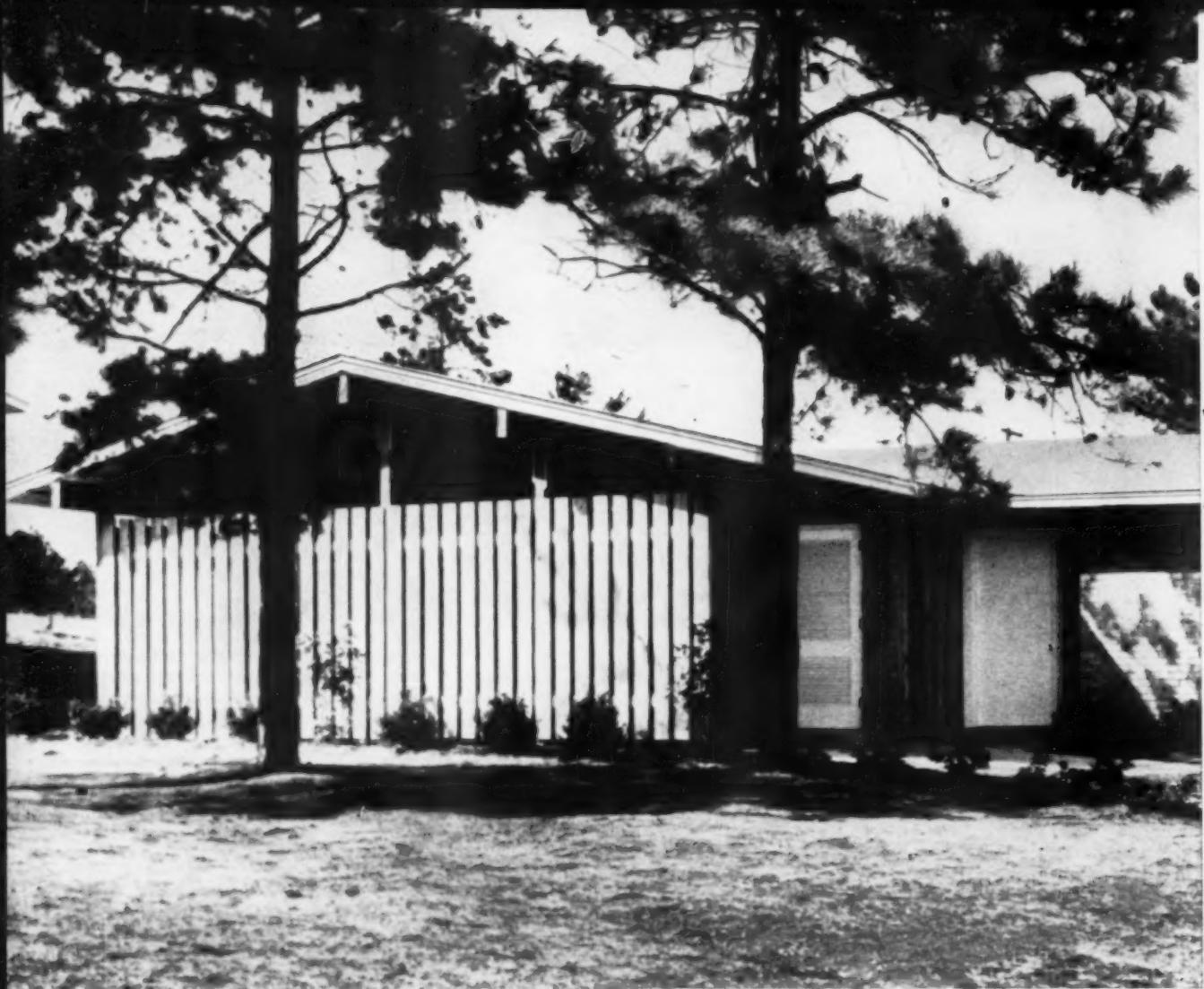
As a move to recoup the required investment in a private sewage treatment system and water utility, we reduced the lot size to 80x100'. This is large enough for a house costing from \$12,000 to \$16,000. A very large lot for a medium or low-cost home calls for an investment in maintenance equipment, etc., which is out of proportion to income and amortization.

We also recommended that the houses be built in groups of 16. This was the maximum amount within reasonable allowance for the package treatment plant we used. Requiring less maintenance, the plant proved more acceptable to the lender.

As a result, the builder was able to invest the money he could afford and get his financing from the bank as soon as he finished one group.

Net Construction Cost	Percentage	
	Above Average Complexity	Average Complexity
\$ 100,000	9.00	7.00
200,000	7.95	6.30
300,000	7.35	5.91
400,000	6.95	5.64
500,000	6.65	5.42
600,000	6.45	5.25
800,000	6.15	5.01
1,000,000	5.97	4.85
2,000,000	5.55	4.50
5,000,000	5.20	4.20

**PERCENTAGE FEES** for engineering services cover three phases of work: reports, plans and supervision.



## **"More of my buyers are demanding known quality--that's one reason I use Andersen Windows."**

*says Columbus, Georgia builder H.S. "Buddy" Roberts*

"You have to have quality in your homes to sell in today's market—especially when you're selling to a second or third time buyer. These people want more than shelter. They know quality—and they demand top name brands. The Andersen Strutwall is one of our answers to these buyers!"

#### **INSTALLED COST OF STRUTWALLS IS LOW**

Another reason Mr. Roberts uses Strutwalls is that the units come delivered to the building site as complete window and wall components with all hardware installed. Sheathing, box headers and paint priming are also available to cut your costs even lower. Installed cost is the real cost—and

builders across the country have found Andersen Strutwalls can cost less installed than even the cheapest conventional double hung windows.

#### **STRUTWALL PERMITS MAXIMUM QUALITY CONTROL**

"The precision work is all done at the Andersen factory," says Buddy Roberts. "We use Strutwalls with the Lu-Re-Co system, and just tip the units into place. Anyone can be taught how to install a Strutwall in just a few minutes—they've also helped us cut our labor costs considerably."

**FIND OUT MORE — FROM YOUR DEALER**  
Talk to your lumber or millwork dealer and get all the information on

the complete line of Andersen Windows. Find out how "America's most wanted windows" can help you cut costs, improve quality, speed up your operation and make your homes easier to sell. Find out, too, about the new Andersen merchandising program and the 1961 Home Promotion Kit. Call your Andersen dealer today!

**Andersen**   
**Windows**

ANDERSEN CORPORATION • BAYPORT, MINNESOTA

**BUILDER:** Windsor Corporation  
**LOCATION:** Columbus, Georgia  
**NAME OF DEVELOPMENT:** Kingston  
**PRICE RANGE:** \$15 to \$19 thousand  
**WINDOWS:** Andersen Strutwalls\*

\*TRADEMARK OF ANDERSEN CORPORATION



**PRINCIPALS OF THE WINDSOR CORPORATION**—a 100-home-a-year company—are Ben D. Tyler (left) and H. S. "Buddy" Roberts. These men are proud of the fact that in their Kingston development they took a parcel of land that admittedly was not a "top location," and through good development practices turned it into a subdivision with its own substantial upper middle class personality.



**NATURAL LANDSCAPE RETAINED.** Kingston is on rolling ground, and is attractively wooded with 20 to 40 ft. high pines. As many trees as possible were left standing, and the builder used retaining walls to enhance the sites and to keep nearly all the sales value of the existing natural landscape.

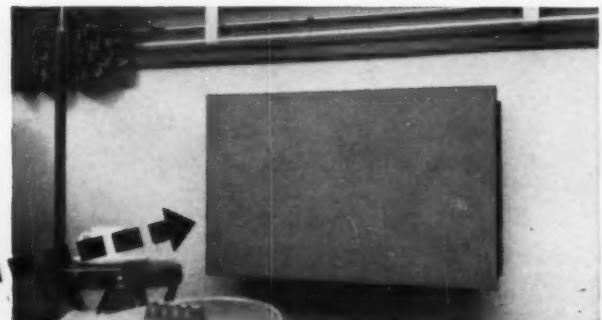


**STRUTWALLS WORK WITH ANY TYPE OF CONSTRUCTION.** Andersen Strutwalls fit perfectly into any type of panelized construction system you use—work just as well with conventional framing methods. No matter what system you use, you'll find Strutwalls shorten job time, lessen labor costs, cut callbacks and save materials.



**NEW ANDERSEN LABEL HELPS SELL.** This label appears on all Andersen Windows. It reminds buyers of the Andersen Window ads they've seen in such magazines as *Life* and *Better Homes and Gardens*. It gives you a "lead-in" to demonstrate their smooth operation, and to talk about all the quality you've built into your homes.

# General Electric Full-Line Flexibility Solves Room Air Conditioner Installation problem



**Left**, General Electric built-ins and casement installations have handsome, aluminum exterior grilles, present a symmetrical exterior appearance.

**Top**, General Electric built-ins feature a unique baffle front that can be decorated to match or contrast with room decor.

**Bottom**, General Electric Room Air Conditioner in place in basement apartment. General Electric offers the flexibility to solve just about any installation problem.



**University Arms Apartments**

"We couldn't put built-in air conditioners below the windows in our basement apartments—yet we wanted them there on the other floors. Our windows are the casement type, which further complicated things," says Roy Wilson, general manager of the recently completed University Arms Apartments at 2901 Olentangy Boulevard, Columbus, Ohio.

"General Electric's casement installation kit solved our problem. We put Thinline window units in the basement apartments and General Electric built-ins through the wall in all the rest. That gave us the pleasing symmetrical exterior appearance plus the individual room controls we wanted. Installation was very quick, easily done and inexpensive, too."

"We have 26 buildings of 16 apartments each in University City—in one, two and three bedroom units. A total of 936 General Electric Room Air Conditioners

are doing a great job of providing cool, dry filtered air.

"And, because General Electric Thinlines are so quiet, they're a big hit with our tenants. Most of them are university people, and you know how much they like their peace and quiet."

General Electric *Thinline* air conditioners are available in various models to suit your needs, they are from 6,000 to 18,000 BTU/Hr. capacity.\* There's no more versatile installation than General Electric's. Your General Electric representative has full details.

General Electric Room Air Conditioner Department, Appliance Park, Louisville 1, Kentucky.

\*Capacities tested and rated in compliance with NEMA standard CN1-1960, and stated in terms of British Thermal Units.

*Progress Is Our Most Important Product*

**GENERAL**  **ELECTRIC**



AMERICAN BUILDER



## 100,000 new vacation homes this year! Get your share of this market with **modern concrete masonry**

About 100,000 vacation homes will be built this year alone! People want vacation homes that are low in cost, high in appeal . . . homes that need no care. Nothing fills the bill like durable, fire-safe concrete masonry!

Make the most of this great and growing market by actively promoting concrete masonry for vacation homes in your area. Sell the beauty and versatility of concrete masonry . . . from the

simplest standard units to the wide range offered by the newest sizes and shapes. Profit to the fullest from the fact that there's a style to fit practically every architectural need today.

Brochure pictured below has been prepared to stimulate consumer interest in concrete masonry vacation homes. Send for free sample copy and price on quantities for your local distribution. (U.S. and Canada only.)

**PORLAND CEMENT ASSOCIATION**  
Dept. A7-3, 33 W. Grand Ave., Chicago 10, Illinois

*A national organization to improve and extend the uses of concrete*

Send vacation home brochure, with quantity prices.

Name \_\_\_\_\_ Firm \_\_\_\_\_

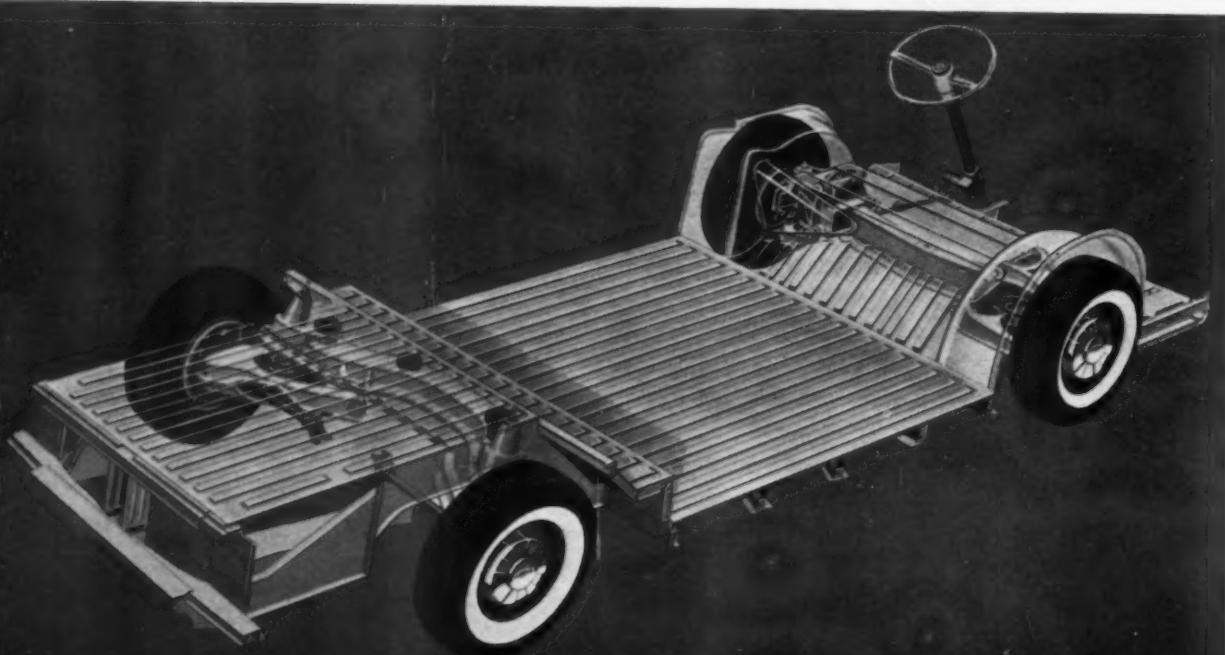
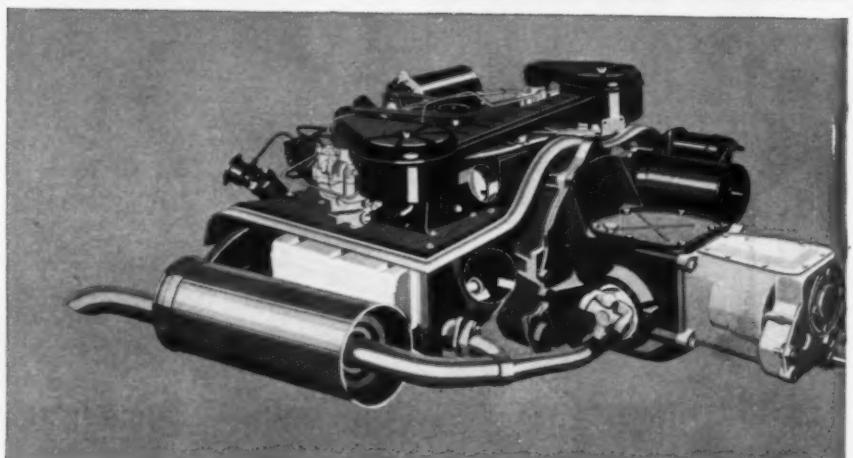
Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_



THE MARK OF A  
MODERN HOME

**concrete**



# THERE'S A DOLLAR-SAVING DIFFERENCE IN CORVAIR 95!

We mean there's a whopping difference—the kind that puts a truck in a class by itself. You can see it, too, especially if you know where to look. In Corvair 95 design details, for instance—the things that tell you a truck is built with care throughout, crafted in a quality way that means more miles before trade-in and less expense along the route. We mean it's the kind of difference that will pay off in dollars every day on your job!

**Power team and driver compartment—evidence of extra efficiency.** Tucked neatly between the rear wheels is the most practical truck-design idea in years—the Corvair 95 *Unipack power team*. Engine, transmission and rear axle are combined in one compact, durable unit. Power is delivered to the rear wheels by the shortest, most efficient route. This unitized power train design (including an engine that measures only 17" high) takes up less space—allows for plenty of cargo room in the big pickup body. The engine itself is something new in save-as-you-go power: a tough aluminum air-cooled 6 that moves your loads briskly on a minimum of gas. Up front, the big difference in Corvair 95 design is apparent in a cab that gives you bird's-eye visibility (no hood to limit vision), plenty of leg room, and a comfortable full-width foam cushioned seat (standard equipment).

**Corvair 95's stay-together build goes unchallenged in this field.**

**Super-rigid frame-floor assembly** outperforms combination of separate frame and body floor. Eliminates a major part of a separate frame's weight.

**Heavy-gauge crossmembers** strengthen the underbody; form rigid foundation for front and rear suspensions—another reason for long truck life.

**Friction-free coil springs at all four wheels** assure top load-carrying capacity and smooth ride.

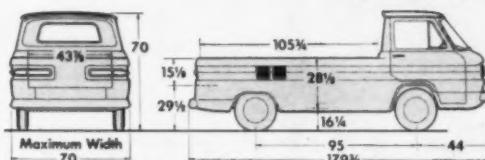
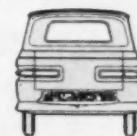
**Precision Ball-Gear steering** cuts friction (and wear) to a minimum; gives safe, easy steering.

**Unitized body construction** means maximum strength with minimum weight—for bigger cargoes.

**Exclusive side loading ramp—Ramp-side models.** Wide, ruggedly built side gate drops down to form convenient ramp for easy no-lift loading.



**Engine access door speeds up servicing**—gives fast access to oil filler, distributor, coil, generator and oil filter.



**Dimensions point up new utility.** Note long cargo area, short wheelbase, low 29 1/2-inch rear loading height.

There are literally scores of reasons why no other truck of this type can do so much to put you dollars ahead. There's a cargo area that's almost 9 feet long . . . with balanced weight distribution that enables a Rampside or Loadside pickup to carry up to 1,900 lbs. of payload with a 4,600-lb. GVW. There's a short 95-inch wheelbase for nimble maneuvering; deep-biting traction with engine weight in the rear; handsome styling that's good for business.

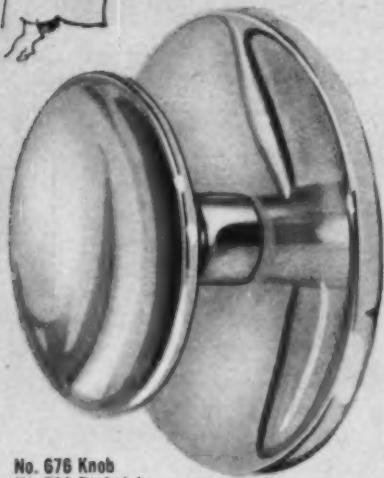
That's Corvair 95's special brand of *efficiency*, ready to give you bigger profit hauling in the years ahead. See for yourself at your Chevrolet dealer's. . . . Chevrolet Division of General Motors, Detroit 2, Michigan.

## 1961 CHEVROLET STURDI-BILT TRUCKS

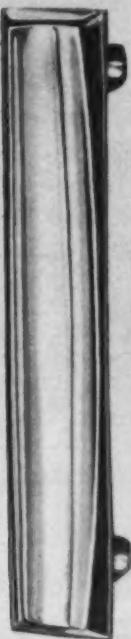


# NEW

## CABINET HARDWARE BEAUTY BY DEXTER



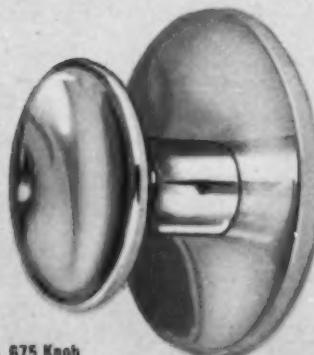
No. 676 Knob  
No. 711 Backplate



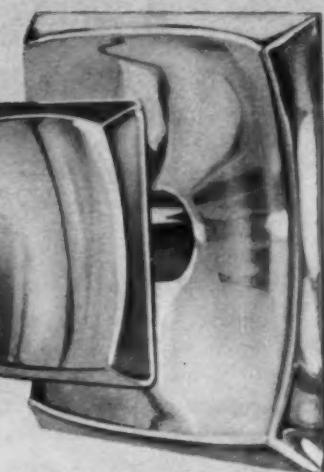
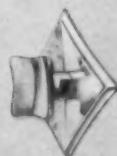
No. 265 Pull



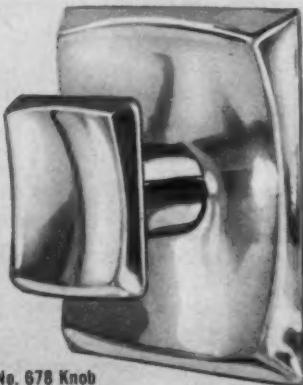
NO. 800 PROMOTION . . . Beautiful picture frame display. No charge with one dozen of each item. Order NO. 800 PROMOTION (includes display and stock), specify finish.



No. 675 Knob  
No. 706 Backplate



No. 679 Knob  
No. 722 Backplate



No. 678 Knob  
No. 721 Backplate



**DEXTER LOCK DIVISION** Dexter Industries, Inc., Grand Rapids, Michigan

IN CANADA: Dexter Lock Canada, Ltd., Galt, Ontario. IN MEXICO: Dexter Locks, Plata Elegante, S.A. de C.V. Monterrey. Dexter Locks are also manufactured in Sydney, Australia and Milan, Italy.

# GUIDE TO NEW PRODUCTS



STYLISH IN-WALL FIREPLACES like this can now be built for less than the price of many prefab fireplace units.

## Masonry fireplaces cost less than \$300

WHAT  
↑  
HOW  
↓

A new fireplace system—the Heatilator 500 Series—is said to permit construction of masonry-style fireplaces in 10 man-hours. Installed cost is as little as \$275.

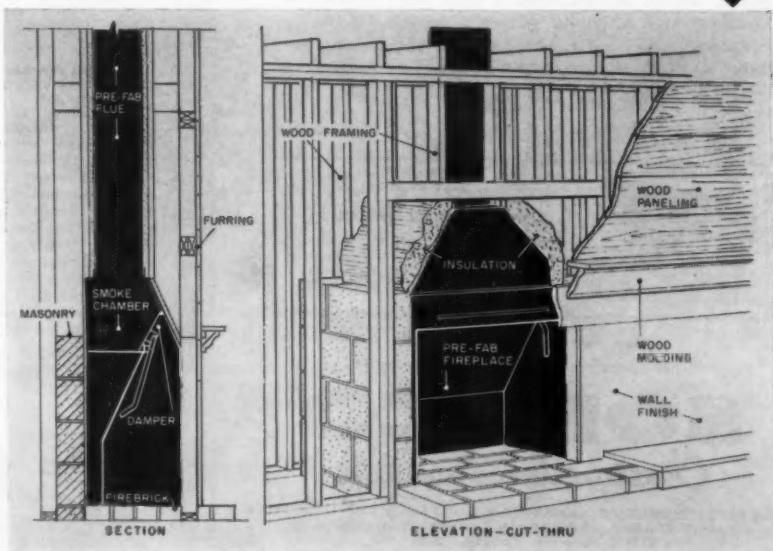
Basis of the system is a package containing a fireplace form with insulation, 2' and/or 3' chimney sections, a housing top with sheet metal screws, and an outer housing top with screws and flashing.

Use of this package greatly reduces brickwork, does away with expensive corbeling normally required at the joint between chimney and form.

Other advantages: UL approved; adapts to wide variety of architectural styles; smoke-free operation.

Package prices: with 29" x 24" opening, \$208; with 32" x 25" opening, \$210. (Prices based on chimney height of 11' 9" to 12' 9".)

Made by Vega Industries, Inc. For details, circle No. Y1, p. 125.



# High efficiency duct that's easier to install



With its **HIGH** efficiency and **LOW** installation cost, SONODUCT Fibre Duct is the *economy answer*—for slab perimeter heating, cooling, or combination systems!

SONODUCT has an aluminum foil lining that offers minimum resistance to air flow. This lining, together with the thick fibre wall, provides a very low B.T.U. loss ratio from plenum to register. SONODUCT has a sound deadening quality, too—for a quieter home.

Another thing—SONODUCT installs quickly, easily, inexpensively. It is lightweight for fast leveling and joining; long lengths mean fewer joints; and it's easily cut to size or mitered with a hand saw. Won't chip, crack or break when dropped—every piece is usable.

For efficiency and economy, use low-cost SONODUCT Fibre Duct. Meets or exceeds all F.H.A. criteria and test requirements for products in this category. 23 sizes, 2" to 36" I.D., standard 18' lengths.

**FREE**  
INSTALLATION MANUAL  
Contains latest, detailed, step-by-step installation data for SONODUCT Fibre Duct. For free copy, send us your name and address on company letterhead.

See our catalog in Sweet's  
For complete information and prices, write

**SONOCO**  
Construction Products

SONOCO PRODUCTS COMPANY, HARTSVILLE, S. C. • La Puente, Calif. • Fremont, Calif.  
• Montclair, N. J. • Akron, Indiana • Longview, Texas • Atlanta, Ga. • Ravenna, Ohio  
• MEXICO, Mexico City • CANADA, Brantford, Ont.

5716



"**SUPERIOR  
HI-FORM**  
the only  
**FIREPLACE  
DAMPER**  
I use..."

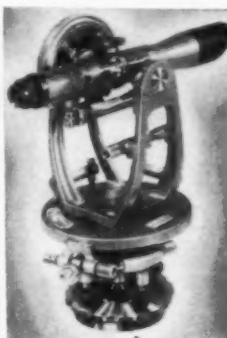
"**and here's why"**

1. HI-FORM meets building codes in every state. 2. HI-FORM is the only damper that forms complete throat, from lintel bar to flue. 3. When open, HI-FORM cannot swing back beneath chimney flue and allow down drafts to enter firebox. 4. Double-thick rock wool blanket, to absorb metal expansion and prevent masonry cracking, is provided with every HI-FORM. 5. By forming entire throat HI-FORM eliminates cutting of brick and plastering of throat. 6. Heavy gauge steel HI-FORM gives my customers life-time service. No brittle cast iron parts to break. Insist on HI-FORM. It has no equal.

Write for literature on single and multiple opening fireplaces.

**SUPERIOR FIREPLACE COMPANY**

Dept. AB-D, 4325 ARTESIA AVENUE Dept. AB-D, 601 NORTH POINT ROAD  
FULLERTON, CALIFORNIA BALTIMORE 6, MARYLAND



**THE YEAR'S  
BIG NEWS  
in TRANSITS**

**The Finest  
Contractor's Transit  
You Can Buy... and  
...AT SUCH A LOW PRICE!**

W.K American-made  
Contractor's Transit No. 32  
5460 with tripod

If you're economy-minded AND value-minded, too, here's your transit! We've cut no corners in giving it the precision, ruggedness and features Contractors and Builders want! 24-power internal focusing telescope has finest achromatic coated lens system—5" close focus. Telescope plunges through standard for ease in sighting ahead or back without resetting. Center is special alloy steel with all other parts tough cast Bronze or Brass—no die castings. Features include: ball bearing telescope axle, 2 plate levels, clamp and tangent for circle and center, double centers. Normally plain crosswires, but stadia can be installed. Complete with tripod, mahogany carrying case, plumb bob, magnifier, trivet pins. Weight only 13½ lbs.

**SO DURABLE AND RUGGED IT SHOULD REQUIRE  
LITTLE MAINTENANCE DURING A LIFETIME OF SERVICE**

Call or write for full details in Bulletin 571



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136 N. 12th St., Phila. 7, Pa.

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Just circle the numbers at right and you'll receive the information you want FREE from the manufacturers

**American Builder  
Reader Service**

★ JULY 1961

PRODUCT LITERATURE	Y11	Y23
	Y12	Y24
Y1	Y13	Y25
Y2	Y14	Y26
Y3	Y15	Y27
Y4	Y16	Y28
Y5	Y17	Y29
Y6	Y18	Y30
Y7	Y19	Y31
Y8	Y20	Y32
Y9	Y21	Y33
Y10	Y22	Y34

NAME (Please print)

FIRM NAME

TITLE

STREET

CITY

ZONE

STATE

**PLEASE CHECK YOUR FIELD OR OCCUPATION**

<input type="checkbox"/> Builder or Contractor	<input type="checkbox"/> Architectural	<input type="checkbox"/> Finance
<input type="checkbox"/> Sub-Contractor or	<input type="checkbox"/> Engineering	<input type="checkbox"/> Realty
Building Trades	<input type="checkbox"/> Manufacturer or	<input type="checkbox"/> Organization
<input type="checkbox"/> Building or Planning	<input type="checkbox"/> Producer	<input type="checkbox"/> Government
Own Home	<input type="checkbox"/> Distributor	<input type="checkbox"/> Student or Teacher

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Y35	Y40	Y45	Y50	Y55
Y36	Y41	Y46	Y51	Y56
Y37	Y42	Y47	Y52	Y57
Y38	Y43	Y48	Y53	Y58
Y39	Y44	Y49	Y54	Y59

**American Builder**

**Reader Service**

★ JULY 1961

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Y7	Y19	Y31
Y8	Y20	Y32
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NAME (Please print)

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**PLEASE CHECK YOUR FIELD OR OCCUPATION**

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Building Trades	<input type="checkbox"/> Manufacturer or	<input type="checkbox"/> Organization
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Y35	Y40	Y45	Y50	Y55
Y36	Y41	Y46	Y51	Y56
Y37	Y42	Y47	Y52	Y57
Y38	Y43	Y48	Y53	Y58
Y39	Y44	Y49	Y54	Y59

**Mail one of these postcards today  
to get free product information.  
Service on June reply cards  
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New York 7, N.Y.**

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**Mortar**  
the NEW  
wonder  
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BRICKS • CONCRETE BLOCKS  
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No mixing sand and cement.  
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- **EASY TO APPLY**  
Squirt like toothpaste from a  
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Stronger than the material  
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Triples production—cuts costs.

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115 NEW MONTGOMERY ST., SAN FRANCISCO

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The Market Place for buying and selling used merchandise, help wanted, positions wanted, and other classified listings.  
Rates—\$.30 minimum for 40 words or less. 15c for each additional word.  
Display Classified—\$35.00 per inch. Reverse plates not accepted. No illustrations. No agency commission or cash discount. One column only—2½ inches wide, 2 inches maximum. Signature cuts and trade names allowed.

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Save time and money. A well illustrated, easy to understand working guide on every detail of stairway construction. Money back guarantee. Price \$2.50 postpaid. C.O.D. fee extra. Washingtonians add 4%. Douglas Fugitt, 11347 N.E. 124th Street, Kirkland, Washington.

**Fight**  
**Give**

**HEART DISEASE**  
**# 1 ENEMY**  
**HEART**   
**FUND**

**NEW PRODUCTS**



Partitions deaden sound

Two new versions of the Pabcowall system have been introduced. They are specifically designed to reduce sound transmission.

Quiet-Zone Pabcowall 51 is said to have a sound transmission loss of more than 51 decibels, plus a fire rating of two hours. It's composed of two layers of  $\frac{5}{8}$ " Flame-Curb gypsumboard over 1x6" gypsum ribs. Minimum partition thickness is 4-1/8".

Quiet-Zone Pabcowall 47 has transmission loss of over 47 decibels, fire rating of one hour. Constructed of two layers of  $\frac{1}{2}$ " gypsumboard over 1x6" gypsum ribs. Minimum thickness: 3-5/8".

Both systems use wood or metal runners. Plumbing, wiring can go inside partitions. Maximum partition height is 10'. (For details, No. Y2, reply card, p. 125).



Important lighting advance

G.E. is marketing a fluorescent lamp which, the company says, will have a dramatic effect on future lighting. It's a thin, square panel, instead of the usual circle or tube. This shape is said to get more light into less area, and adapt to wider variety of buildings. Present model emits light about equally from top and bottom. A later model will emit most light from the bottom.

Dimensions:  $11\frac{5}{8}'' \times 11\frac{5}{8}'' \times 1\frac{1}{2}''$ . Operates on 50- or 80-watts, singly or in groups. (No. Y3, p. 125.)

**Give your homes  
more sell-power  
with radiant  
hydronic heating**



**NEW and budget-priced!  
BASMOR 100 SERIES  
packaged gas-fired boiler**

Your customers want "Automatic Sunshine"—the clean, healthful, sun-like warmth of radiant hydronic heating with a Basmor Boiler, uniformly comfortable with positive temperature control. No drafts or hot spots!

**Luxury heat at small cost.** With the new Basmor 100 Series small and medium size homes can now afford the finest. Deluxe, extended jacket and flush jacket models, factory assembled. Both available "packaged" with circulator, full wiring and complete assembly, ready for instant installation. Three sizes, 70,000 to 120,000 BTU input/hr. for all hot water systems.

**Modern, compact—fits in anywhere.** Less than a yard high. Beautiful turquoise and desert sand baked enamel finish. New tubular design cast iron sections and finest controls insure top efficiency. AGA approved for installation on combustible floor.

Write for complete information!



**BASTIAN-MORLEY CO., INC.**  
(incorporating H. C. Little Burner Co., Inc.)

LA PORTE, INDIANA

Basmor-Little Boilers, Furnaces, Gas Heaters, Water Heaters, Incinerators.



This is the new Crane Sunnyday-8 *compact* boiler. You can install it quickly anywhere...in *any* size house and commercial buildings too.



We can wire and assemble it at the factory. You make just four simple connections.



It works fine with all gas fuels.



It fits all hydronic heating systems. Makes a perfect replacement unit.

This versatile Crane gas-fired boiler is news. (1) It comes in a big range of sizes. (2) It's priced to let you install quality hydronic heat and enhance the salability of your homes.

There are nine sizes—all perfectly at home with steam, vapor or hot water systems. The Sunnyday-8 is not finicky about its fuel. Dollarwise, it gets excellent mileage out of all fuel gases—and it's AGA approved.

It goes in tight places because it's

less than 20 inches wide, only 30 inches high. Installs in a jiffy. Just unpack it, "walk" it in on its off-floor base, make 4 simple connections—and turn on the heat!

If you want more information on Crane's complete line of warm air or hot water heating and air conditioning equipment, see your regular contractor or your Crane representative. Or write Crane Co., Plumbing-Heating-Air Conditioning Group, Box 780, Johnstown, Penna.

AT THE  
HEART  
OF HOME AND  
INDUSTRY

**CRANE**

VALVES AND PIPING  
ELECTRONIC CONTROLS  
PLUMBING  
HEATING • AIR CONDITIONING

# "Title insurance is selling insurance"

Mr. Thomas Perine  
Perine Corporation\*  
Indianapolis, Indiana

Mr. Perine adds:

"In today's buyers' market we are appealing to more and more second home buyers who understand the complexities of home ownership. Today these buyers not only question our sales personnel about inherent house features, but inquire about those aspects of home ownership, which a few years ago they didn't begin to understand."

"Title insurance is one of our most important selling points when stressing that we are not just thinking of them as a home purchaser, but rather as a happy home owner, living for many satisfied years in one of our homes."

"In today's hard-sell market, a knowledgeable builder will use title insurance as a valuable feature that helps insure the selling of his homes."



## \*PERINE AWARDS—1960

House & Home Award of Merit  
for Best design and construction of quality houses  
Parents Magazine  
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Merchandising Awards from  
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CAPITAL, SURPLUS AND RESERVES OVER \$23,000,000

LAWYERS TITLE SERVICE AVAILABLE IN 44 STATES, INCLUDING HAWAII; AND IN THE DISTRICT OF COLUMBIA, PUERTO RICO AND CANADA. NATIONAL TITLE DIVISION OFFICES: CHICAGO • DALLAS • DETROIT • NEW YORK. REPRESENTED BY LOCAL TITLE COMPANIES IN MORE THAN 275 OTHER CITIES. THOUSANDS OF APPROVED ATTORNEYS LOCATED THROUGHOUT THE OPERATING TERRITORY.

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build in these all-metal

**Majestic**  
**thulman**  
**WOOD-BURNING**

**FIREPLACES**

NEW "HARTHSIDE"  
Corner Model

— left or right-hand opening.

CONVENTIONAL  
"HARTHFRONT"  
Model — finish  
with any style mantel.

NO MASONRY OR  
MORTAR needed! Clearances are  
built into all-metal, safe triple-wall  
construction. Can be butted directly  
against wood. Made of corrosion-  
resistant alloys and stainless steel.  
Heavy steel fire-box, with thick ceramic  
walls, correctly engineered for efficient,  
smoke-free operation. Front openings  
36" wide, 24" high. Write for details.

**All-metal**  
**Majestic**  
**THULMAN**  
**CHIMNEYS**

Class A and B chimneys for  
fireplaces, furnaces, water heaters,  
incinerators, other appliances.  
All-metal, brick-like  
chimney top housings in red, tan  
or off-white. Write for details.

The **Majestic**  
COMPANY, INC.  
433 Erie St., Huntington, Ind.

**NEW PRODUCTS**



**Flush door resists warpage**

Ever-Straight 1-3/4" flush door—by Pease Woodwork Co.—can't warp. It's made of primed steel on Dylite foam. Said to combine feel and warmth of wood with strength and stability of metal. Will cost less than solid core wood doors. (Circle No. Y4, on page 125.)



**Divider adds storage space**

New convenience divider is ideal for bathroom remodeling jobs. Only 5" thick, yet holds 5,000 cu. in. of storage. Upper section is a smart 2-shelf medicine cabinet; center section has 2 towel bars; lower section contains a magazine rack, paper holders, shelf space. Installs quickly, comes in almost any color.—Topcraft, Inc.

Circle No. Y5 on reply card, p. 125

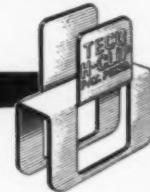


**Hardboard decking saves 40%**  
Patio decking of 5/16" hardboard is supported by 2x2s spaced 8" o.c. Panels are fastened with stainless steel annular nails. Holes are drilled in panel grooves for drainage. Surface resists wear, denting. This system is said to cut material costs up to 40%—Silvatek.

Circle No. Y6 on reply card, p. 125

**New**  
**TECO H-CLIP**

**PLYWOOD SUPPORTS**



- Stiffen joints between panels
- Snug fitting and easy to install
- Meet FHA Minimum Property Standards as substitute for solid blocking.
- Reduce labor and material costs
- Available for  $\frac{3}{8}$ ",  $\frac{1}{2}$ ",  $\frac{5}{8}$ " and  $\frac{3}{4}$ " plywood

**and**  
**TRIP-L-GRIP**

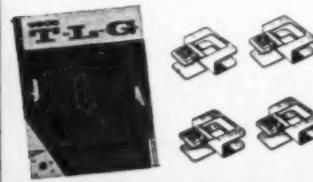
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**Write today for:**

1. Free Trip-L-Grip design book
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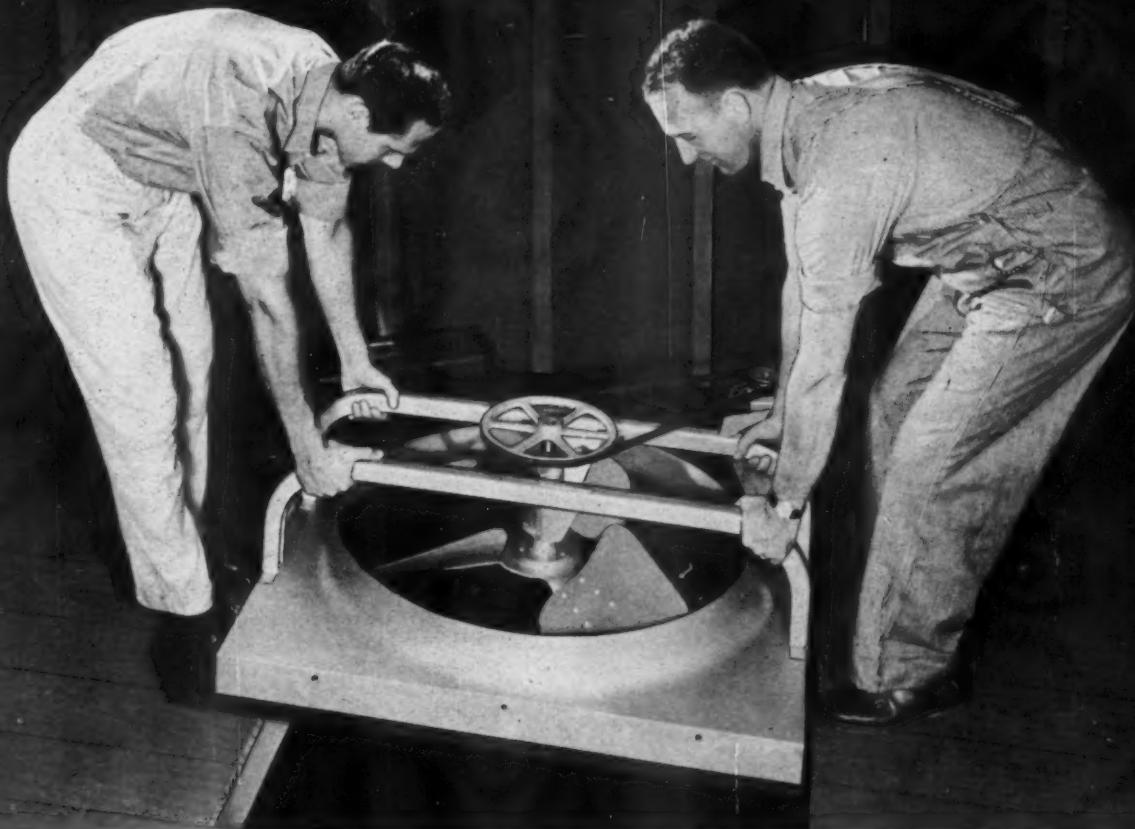
AB-612

**Timber  
Engineering  
Company**

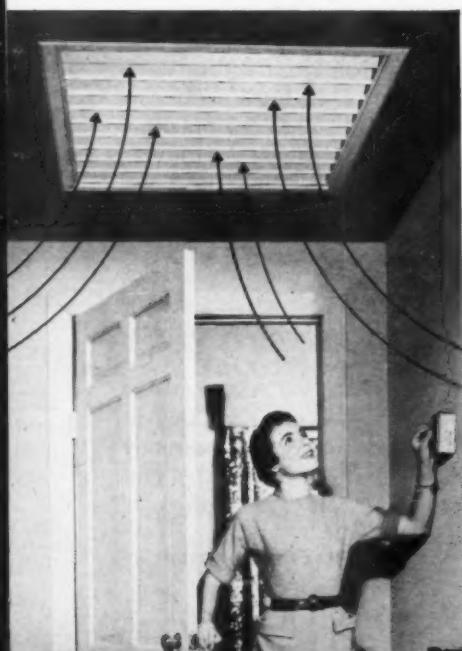
1319 18th St., N.W., Washington 6, D.C.

# cool an entire house

for about  $1/5$  the cost of air conditioning



## R&M-Hunter Package Attic Fan installs in a breeze



**2-SPEED OPERATION FOR NIGHT/DAY USE**—This low-cost home ventilating system gives cool comfort around the clock, in hot or warm weather. Refreshing breezes are pulled in and hot, sticky air forced out. Operating costs are low, and trouble-free performance is backed by R&M-Hunter's 80 years in manufacturing quality electrical equipment.

**R & M - HUNTER**  
**ATTIC**  
**FANS**



R&M-Hunter makes a complete line of Cooling Fans, Ventilating Fans, and Electric Heating Equipment.



Automatic ceiling shutters install easily, too. Metal frame is screw-fastened and trim covers edges of ceiling opening. No finishing needed.

### FEATURES

- Two-speed motors (single speed optional)
- Certified air deliveries from 5200 to 10550 cfm.
- Sound-tested ball bearings on fan and motor
- Heavy-duty motor, rubber mounted
- Built-in thermal overload protection
- Fan guaranteed 5 years; motor and shutter, 1 year

### MAIL TODAY

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2872 Frisco, Memphis 14, Tennessee

Please send data on the R&M-Hunter Package Attic Fan to:

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Company \_\_\_\_\_

Address \_\_\_\_\_

\_\_\_\_\_



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THE DAY YOU BUY!**

**SAVE ON GAS AND  
TIRES EVERY DAY!**

**FORD  
PICKUPS**

Beginning with a price\* that's below all comparable leading makes, Ford Styleside Pickups are especially designed to cut daily operating costs. Economical Ford Sixes, in certified tests with other makes over a three-year span, delivered outstanding gas mileage.

Tire replacement expense is less, too, with Ford's true truck suspension. Certified tests prove that the front tires on Ford  $\frac{1}{2}$ -tonners last up to twice as long as those on other makes with car-type suspensions. And Ford's new longer wheelbase, new springs, and new cab construction provide a major advance in easy-riding comfort.

In addition to price, gas and tire savings, Ford's heavy-duty construction gives new freedom from nuisance problems. Ford pickups are built to stay on the job . . . out of the shop. So for a rugged truck that's made to tackle any pickup job, see your Ford Dealer. And when you do, ask him about the many heavy-duty options that can mean extra job-fitting economy in your construction work.



**F-100 STYLESIDE PICKUP** gives greater durability. New, one-piece cab-body design, and new huskier frame. New, wider tailgate for easier loading has snap-lock latches to save time. Max. GVW: 5,000 lb.

**Heavy-duty options** include 11-inch clutch, oversize tires, and extra-capacity springs.

**Choice of 5 transmissions** includes four-speed, overdrive and Fordomatic.

**Six or V-8 power** to fit your need. Ford's famous gas-saving Six, or the world's most popular truck V-8.

\*Based on a comparison of latest available manufacturers' suggested retail prices



**F-250 FLARESIDE PICKUP** has rolled-edge flareboards and running boards between the cab and rear fender for special side unloading work. Styleside Pickup, 7½-ft. Stake, Chassis-Cab, Chassis-Cowl, or Chassis-Windshield models also available. Max. GVW: 7,400 lb.



**F-350 CHASSIS-CAB WITH DUAL REARS** (9-ft. Stake body shown) has a man-size maximum GVW of 9,800 lb. This hard-working, versatile 132-in. wheelbase model features low loading height and the flotation of dual tires at a price much below 1½-ton trucks. Also available with single tires and big 9-ft. Styleside or Flareside Pickup bodies.

## FORD TRUCKS COST LESS

SEE YOUR FORD DEALER'S "CERTIFIED ECONOMY BOOK" FOR PROOF!

FORD DIVISION, *Ford Motor Company*



**"Our Berger saves two men half a day's work just setting grades!"**



**...says E. R. Schofield**  
E. R. Schofield Farms, Inc., Saxonville, Mass.

"Just 20 minutes is all the time it takes to set nails for concrete lines with our Berger Service Dumpy Level. The old way it would take two men better than half a day. Our Berger is rugged, too—it can take it even in this rough, messy business. We toss it around, bang it in the truck—yet when we set it up, it's still accurate. That's why we've bought Bergers—six of them, so far. They're always accurate. And the time they save makes them indispensable. We just couldn't be competitive without them on a house like this."



Berger Service Dumpy Level has big instrument features you'd never expect to find at such a low price. The 12-power erecting telescope shows your target right side up—clearly! Rack and pinion adjustment insures quick focusing and easy sighting. Sturdy—cast aluminum construction—stays on the job without a care about repairs.

Mail coupon for more information about the Berger Service Dumpy Level and other Builders' Transits and Levels.

Price: \$59.95 with tripod, plumb bob and field case. Special combination with 8 ft., 2-section rod \$67.45. FOB factory.

**MAIL COUPON FOR DETAILS**

C. L. BERGER & SONS, INC., 47 Williams St., Boston 19, Mass.

Send me literature on

Convertible  12" Dumpy Level  SPEED-A-LINER Transit-Level   
SPEED-A-LINER Dumpy Level  Service Transit-Level   
Service Dumpy Level  Duplex Tilting Level  Pocket Level

Name \_\_\_\_\_  
(Please print)

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

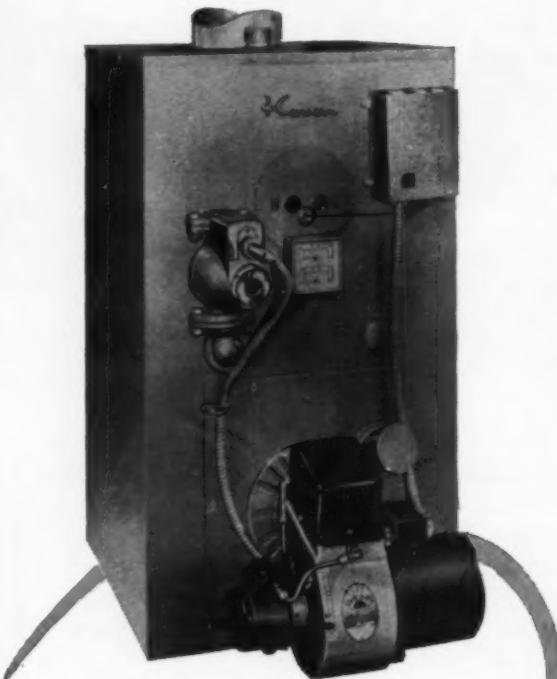


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THE ADDED SALES TALK**

*for faster home selling!*

## **Koven HYDRONIC HEATMASTER**



1. COMPETITIVELY PRICED
2. EXTRA HEAT
3. UNIFORM HEALTHY HOT WATER HEAT—FROM FLOOR TO CEILING, NO COLD SPOTS OR CHILLY CORNERS
4. EXTRA HOT WATER
5. NOISE FREE—NO BLOWER OR DUCT RACKET
6. PACKAGED BOILER READY TO INSTALL
7. ECONOMICAL TO OPERATE
8. EXTRA FIBERGLASS INSULATION
9. FACTORY SALES AIDS AND SELLING HELPS

**THE STEEL BOILER THAT HELPS MAKE THE  
DIFFERENCE BETWEEN LOOKERS AND BUYERS**

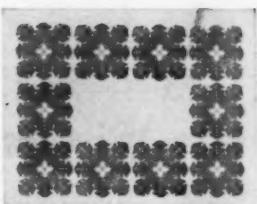
**L.O. KOVEN & BRO., INC.** RICHBOYNTON ROAD  
DOVER, NEW JERSEY

## NEW PRODUCTS



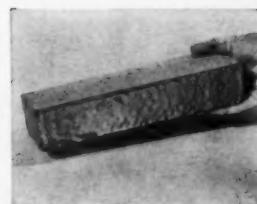
**Spray gun has advanced features**  
Texture machine—called Pattern Pistol—is said to have many advanced features not found on other guns. Applied drywall texture, acoustic plastic, texture paint, metallic glitter, waterproofing, etc.—with or without aggregate. Permanently attached to gun are five orifices, plus a plastic hopper. The hopper is lighter, yet has larger capacity, than similar ones of metal. Said to be easily portable by one man.—Goldblatt Tool Co.

Circle No. Y7 on reply card, p. 125



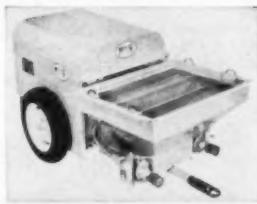
**Ceiling tiles have new patterns**  
Medallion pattern is one of three styles unveiled by J-M. Others are Floral Tracery and Bamboo Trellis. They come in standard 12" x 12" x 1/2" sizes.—Johns-Manville.

Circle No. Y12 on reply card, p. 125



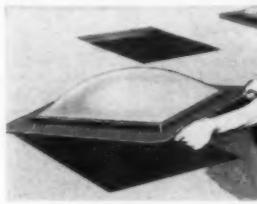
**Glazed face brick introduced**  
Lincoln glazed face brick has texture ceramic coating in wide choice of colors. The norman-sized brick is easy to maintain, needs no finishing.—Gladding, McBean.

Circle No. Y13 on reply card, p. 125



**Plastering machine has fine control**  
Adjustable spray pattern of the Mor-Flo plastering machine facilitates work around windows, doorbuck, corners. The machine has a rated pump displacement of 4 cu. ft. per min., pumps and sprays all mortars, does all work from scratch to finish.—Muller Machinery Co.

Circle No. Y8 on reply card, p. 125



**Skylight of fire-retardant plastic**  
Fiberglass-reinforced skylight is designed for fire-hazard areas and localities where codes specify flame-inhibiting units. It's made of a self-extinguishing polyester resin, is shatterproof and crackproof.—Consolidated General Products, Inc.

Circle No. Y9 on reply card, p. 125

**New door stresses quality**  
Monterey sliding glass door is designed for higher priced homes and light commercial buildings. Said to give exceptional strength and rigidity. Has stainless steel door track, two adjustable ball-bearing sheaves in each door, full width threshold with protective step. May be site- or field-glazed, with 3/16" or 1/4" sheet glass, or 3/8" double glazing.—Ador Corporation.

Circle No. Y10 on reply card, p. 125

**Wood products are maintenance-free**  
Line of wood-grain products is laminated with Videne plastic. It is said to be almost maintenance-free, and resistant to chipping, abrasion, ink, detergents, household acids and alcohol. The line includes doors, paneling and kitchen cabinets.—VyPly Corp.

Circle No. Y11 on reply card, p. 125

**NOW,  
new and better promotion  
for BIGGER PROFITS!**

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KOVERLUM PLANT**  
Built to bring you  
better, faster  
Koverlum service

**NEW SELLING AIDS**

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THE  
NEW  
**Lindsay  
Princess**

**WILL SAVE  
A HOUSE PAYMENT  
FOR YOUR  
BUYER**



5

Decorator colors



*this Lindsay water softener is  
as important to your sales  
as any appliance you might add*

Of all the fine "extras" builders can offer their potential home buyers, only the Lindsay "Princess" Water Softener can help make the house payments. Yes, it's a fact! Many well-known magazines and independent testing organizations have revealed that soft water plumbed in the home can save the average family up to \$117.00 a year! The homeowner saves on soaps and detergents, clothing, cooking, cleaning, etc.

Feature the Lindsay "Princess" in your homes; tell the savings story, and see how your prospects really appreciate it. Then, too, the "Princess" is beautiful, trim and modern, and comes in five colors to complement the interior decor of your homes.

Lindsay, America's leading water conditioning equipment manufacturer, has three profit-making plans for you to choose from . . . each designed to help you make extra money, and at the same time, help your customers save it.

For further, more detailed information, write The Lindsay Company today about this new, profitable program.



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Please send me additional information on the Lindsay Water Softener Plans for Profits.

Name.....

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City..... State.....

I build approximately..... homes per year.

**NEW PRODUCTS**



**Bow windows fit any style**

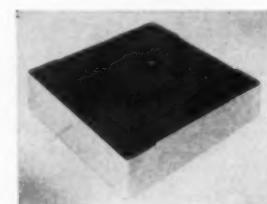
Beauty-Line bow windows consist of stock Andersen units factory assembled in staggered semicircles. They go well with contemporary or traditional styling, come in bow widths of about 8½' to 13½'. Especially good for formal dining areas.—*Andersen Corp.*

Circle No. Y14 on reply card, p. 125

**Hardboards have grille patterns**

Two tempered hardboards—called Filigree and Trellis—have been announced by Simpson Timber Co. They come in 4x8 panels, ½" thick, with grille patterns. They can be used for room dividers, recessed lighting, textured walls, shutters, concealing radiators, etc.—*Simpson Timber Co.*

Circle No. Y15 on reply card, p. 125



**Showerpan is built to last**

New Compotite Shower Pan is said to outlast the building it's put in. It's made of a waterproof and damp-proof membrane that weighs only 40 lbs per 100 sq. ft. and conforms readily to irregularities of usual shower constructions. Comes preformed, or in 100' rolls of 48", 54", 60", 66" and 72" widths. Rolls permit site forming for custom sizes.—*Compotite Shower Pan.*

Circle No. Y16 on reply card, p. 125

**Seals door bottoms**

New Duraflex Flip-Flop automatic door bottom installs quickly to any exterior in-swinging door. It's made of heavy plastic, aluminum extrusion and flexible vinyl. The unit is said to give an excellent weather seal. It comes in aluminum, white and aluminum, white and gold colors.—*The Duraflex Co.*

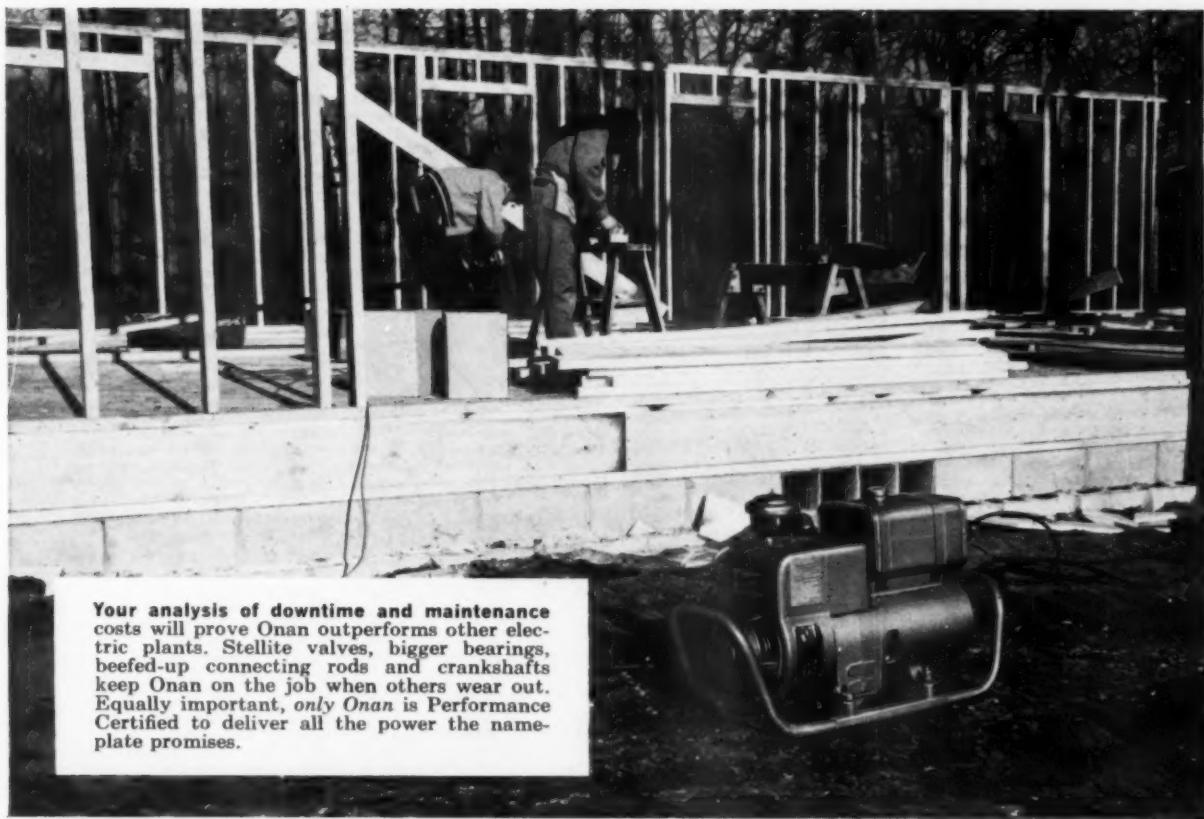
Circle No. Y17 on reply card, p. 125



**Cabinets feature new finish**

Kitchen Kompact has introduced a new line of kitchen cabinets, in Fruitwood Birch finish. Its light color and subtle grain pattern are said to make this finish blend with almost any modern kitchen decor.—*Kitchen Kompact, Inc.*

Circle No. Y18 on reply card, p. 125



Your analysis of downtime and maintenance costs will prove Onan outperforms other electric plants. Stellite valves, bigger bearings, beefed-up connecting rods and crankshafts keep Onan on the job when others wear out. Equally important, only Onan is Performance Certified to deliver all the power the nameplate promises.

# Only Onan is certified to give you all the power promised by its nameplate

It's a fact that many electric plants on the market today do not deliver the output promised by their nameplate rating.

Every Onan plant is given a rugged workout *under full load* before it is shipped—*your assurance* that the Onan you buy is ready for hard work the day you get it.

But this isn't enough. Independent laboratory inspectors pull surprise inspections to double-check our tests and testing methods. They pull a plant off the line, run it, stop it, load it, overload it, check and recheck. Their torture test gives positive proof of Onan's quality. End result: *Onan's exclusive Per-*

*formance Certification . . . your assurance* of getting every watt of power you pay for.

So when you're tempted by an electric plant "bargain," make sure its nameplate rating is not "inflated." Be sure you're getting full measure for your money. Remember, *the electric plant that short-changes you in power output is no bargain at any price!* Only Onan is Performance Certified to deliver everything the nameplate promises.

See Onan electric plants soon. Compare before you buy. You'll find your Onan distributor listed in the Yellow Pages. Call him or write direct.



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**ONAN** Division, Studebaker-Packard Corporation, 2551 University Ave. S. E., Minneapolis 14, Minn.

## NEW PRODUCTS

**GYPSUM PANELING** has a vinyl-coated wood-grain finish. Cuts as easily as ordinary gypsum-board, but is scuff- and stain-resistant. Offered in  $\frac{3}{8}$ " thickness, 4x8" size.—National Gypsum Co.

Circle No. Y19 on reply card, p. 125

**TERMITIC CONTROL** method uses a nail-like cartridge filled with calcium arsenite. It's driven into strategic locations. Then an ordinary nail is driven through the cartridge, releasing poison into the wood.—Mariae Associates.

Circle No. Y20 on reply card, p. 125

**FLUORESCENT LIGHT** fixture—called Duplex-a-lite—is designed for ceiling installation in schools, offices, etc. Unit is easily maintained, gives "optically controlled illumination."—Miller Co.

Circle No. Y21 on reply card, p. 125

**CERAMIC TILE** features KJA pattern series. Comes in 1' square sheets of  $\frac{3}{8}$ " square tile. Mesh backed, with no paper to remove.—Amsterdam Corp.

Circle No. Y22 on reply card, p. 125

**STONE-LIKE TRIM** for exteriors is called Permatone Flexboard Trim. Made of plastic-coated asbestos-cement, it won't rot, crack or burn. May be used anywhere wood trim is now used. Cuts maintenance costs.—

Johns-Manville.  
Circle No. Y23 on reply card, p. 125

**SPRAY GUN** shoots two colors of paint simultaneously to give speckled finish. Takes one or two quarts of each color.—Binks Mfg. Co.

Circle No. Y24 on reply card, p. 125

**PLASTIC PANELS**, doors, shower and tub enclosures, room dividers, Shoji screens are made of vinyl or polystyrene. Decorated with butterflies, leaves, ferns, simulated snow flakes.—Decorative Laminates.

Circle No. Y25 on reply card, p. 125

**WOOD-TEX STAIR TREADS** look and feel like oak. Come in curved-nose type and with riser attached. Widths are 18", 24" and 36".—Crown Rubber Co.

Circle No. Y26 on reply card, p. 125

**PLASTIC GLAZE** is an acrylic resin that gives a ceramic-like appearance to interior masonry, plaster, gypsumboard. The durable, transparent material is applied with roller or brush.—U. S. Gypsum Co.

Circle No. Y27 on reply card, p. 125

**SLIDING GLASS DOOR** is especially good for interior pocket installations, or as sliding partition units. Called StakWALL.—Acorn Aluminum Prods. Co.

Circle No. Y28 on reply card, p. 125

**ROOF COATING**—Liquid Aluminum and Liquid Asphalt—are homogenized to eliminate site mixing. Resurface roofs with weatherproof coat that won't harden, blister or crack.—Revere Chem. Corp.

Circle No. Y29 on reply card, p. 125

**EMBOSSED HARDBOARD** has a wicker-like surface. Costs only slightly more than regular hardboard.—Edward Hines Lumber Co.

Circle No. Y30 on reply card, p. 125

**CEDAR SIDING** (Triple-R) is reversible. Has lightly textured edge grain finish on one side, choice of machine-grooved or sawn shingle surface on the other. Cuts inventory problems. Comes natural or preprimed.—North Shore Shingle Co., Ltd.

Circle No. Y31 on reply card, p. 125

**ROTO-LOK HANGER** speeds adjustment of interior bypassing doors. Turn of a screwdriver plumbs the door with the jamb. Has nylon sound insulation between track and door, plus self-locking rotor.—Lawrence Bros., Inc.

Circle No. Y32 on reply card, p. 125

**TEXTURED SIDING** gives appearance of shakes, but comes in 9 x 32" size. This gives fast installation, plus an 8" exposure that looks like clapboards. Comes in six colors, has Plastic

acrylic finish.—National Gypsum Co.

Circle No. Y33 on reply card, p. 125

**PORTABLE SAND BLASTER** (Model 28A) cleans mortar, cement, dried paint from brick or other masonry. Cleans tools and equipment. Unit is 29" high, weighs 24 lbs. empty. Operates on same hookup as any production spray gun.—Handi-Blast Div.

Circle No. Y34 on reply card, p. 125

**FLOOR PATCHING** material is a latex modified concrete that's said to be stronger, more wear resistant than other materials. Goes on quickly over concrete or wood. Also bonds to brick, stone, metal. Can be used as quick setting mortar.—Shield Chemical Corp.

Circle No. Y35 on reply card, p. 125

**PREFAB FIREPLACE**, Model 425, is a complete unit. Includes firebrick, chimney, roof flashing. The free-standing unit requires no clearance or safety zone.—Stratton & Terstegge Co.

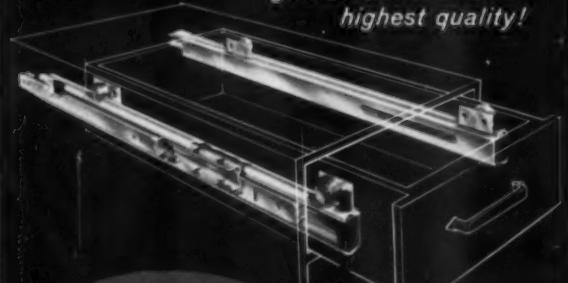
Circle No. Y36 on reply card, p. 125

**DOORS**: First completely pre-finished wood-grain bifold doors come in Rock Maple finish, in 4', 5', 6' widths. The floor-to-ceiling units are ideal for storage areas, wardrobes, utility rooms.—Plywall Prods. Co., Inc.

Circle No. Y37 on reply card, p. 125

## Low cost • sturdy • easy to install

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guarantee of  
highest quality!



### No. 1400 ball bearing extension drawer slide

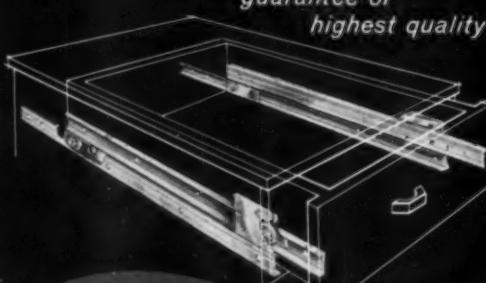
Recommended for loads to 100 lbs. Newly improved, with Super Oilitite Bearings that provide floating extension for heavy drawers. Positively eliminates sticking, jamming, sag or breakdown, even under heaviest load at maximum extension. Zinc electroplated finish.  $\frac{1}{2}$ " clearance needed each side of drawer. Stock sizes: 12 to 38 inches.

**KNAPE & VOGT MANUFACTURING CO.**

Grand Rapids, Michigan

## Low cost • sturdy • easy to install

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### No. 1300 lightweight extension drawer slide

Recommended for loads up to 50 lbs. Ball bearing nylon rollers guarantee noiseless, smooth, effortless operation for life. Will not stick or jam even under maximum load at full extension. Zinc electroplated finish.  $\frac{1}{2}$ " clearance needed each side of drawer. Stock sizes: 12 to 28 inches.

**KNAPE & VOGT MANUFACTURING CO.**

Grand Rapids, Michigan

## NEW PRODUCTS

**PLASTIC PATCH** material repairs cracks, expansion joints and shallow holes in interior and exterior concrete and wood floors. Requires no heating or mixing.—Revere Chemical Corp., Circle No. Y38 on reply card, p. 125

**UNUSUAL CEILING TILES** give a wide variety of effects. Offered in 1", 2", 2½", and 3" thicknesses, plus five colors. Mixing thicknesses and colors creates distinctive custom ceilings. Sizes are 16x16", 20x20", 24x24", 24x48", 30x30". Fit standard suspension systems.—Tectum Corp.

Circle No. Y39 on reply card, p. 125

**WILLIAMSBURG PATTERN** has been added to the Temlock line of ceiling tiles. Printed in two shades of gray, the pattern consists of interlocking circles, T&G edges.—Armstrong Cork Co.

Circle No. Y40 on reply card, p. 125

**VINYL FLOORING** (Amtico Travertine) now offered in .080-ga., as well as  $\frac{1}{8}$ ". Comes in standard colors: white, beige, terra cotta.—American Biltite Rubber Co., Inc.

Circle No. Y41 on reply card, p. 125

**FIBERBOARD CEILING TILES** are offered in two new designs—Caprice (Early American) and Granada (Moorish). Made in standard 12x12x $\frac{1}{2}$ "

size.—Celotex.

Circle No. Y42 on reply card, p. 125

**DECORATIVE VENEER** can be applied at the site with contact adhesive. Its textured wood surface is easily maintained and is sound absorbant. For surfacing steel, plywood, hardboard, gypsumboard, asbestos-cement, plastic foams.—Reiss Associates, Inc.

Circle No. Y43 on reply card, p. 125

**MOSAIC HARDBOARD** has easy-maintenance surface with a scatter design in three colors. Made in plain, punched, random-plank, T&G types, plus extra heavy type for countertops. Called Sandalite.—Forest Fiber Prods. Co.

Circle No. Y44 on reply card, p. 125

**LOW-COST PLYWOOD** has a baked-on finish that's said to eliminate painting. Popular in construction of vacation cabins, farm buildings, fences, sidewalk construction barricades. Called Ranch Panel.—Georgia-Pacific Corp.

Circle No. Y45 on reply card, p. 125

**SMALL HEATING UNIT** offers an easy way to heat additions or areas not properly heated by existing system. Connects to domestic hot water line, operates at lower cost than electric unit heaters. Equipped with hot water pump and air circulator.

—Iron Fireman Mfg. Co.

Circle No. Y46 on reply card, p. 125

**MODULAR ALUMINUM STRUCTURE** has few parts, yet lends itself to use as solariums, screened-in patios, pool enclosures, carports, etc. Has interchangeable screens, glass or aluminum panels. Can be built as a free-standing unit, or in connection with existing structures.—Kelco Div.

Circle No. Y47 on reply card, p. 125

**ROOF RESURFACER** can be applied by brush or spray to any type roof. Lengthens roof life, helps prevent alligatoring, tearing, cracking, loose or rusted nails. Gives greater resistance to sun, wind, rain, industrial fumes.—Stonhard Co. Inc.

Circle No. Y48 on reply card, p. 125

**BOARD-AND-BATTEN** siding is made of aluminum, comes in a series of California Contemporary finishes to meet current trends in design. Also supplied in more traditional shades.—Lyf-Alum, Inc.

Circle No. Y49 on reply card, p. 125

**MODULAR KITCHEN CABINETS** are quickly installed with new aluminum framework that's pre-cut to standard ceiling and cabinet heights. Fibersin drawer fronts, countertops, doors and paneling resist abrasion, splitting, warping, denting.

Wash with damp cloth.—Modulux, Inc.

Circle No. Y50 on reply card, p. 125

**RECESSED FLUORESCENT FIXTURES** have small-cell aluminum louvers. Circular units—called 700 Series—are made in 2', 3', 4' diameters. Low light level. For reception rooms, lobbies, offices.—Neo-Ray Prods., Inc.

Circle No. Y51 on reply card, p. 125

**LIGHT FIXTURES** are designed to withstand seeping moisture and weathering. UL and CSA approved for use in motels, hotels, schools, etc. Resist corrosive fumes. Complete line in sizes up to 200-W, in one- and two-light units.—Stonco Elec. Prods. Co.

Circle No. Y52 on reply card, p. 125

**MOROCCOBOARD** is a hardboard paneling that resembles Morocco grained leather. Takes lacquer, paint and rag painting to give "exciting" effects. Made in  $\frac{1}{8}$ " and  $\frac{1}{4}$ " thicknesses.—Hardboard Fabricators Corp.

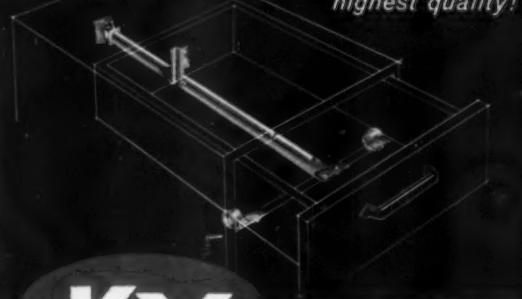
Circle No. Y53 on reply card, p. 125

**FLOOR TILE**: Two new colors have been added to the Premier Series of asbestos tile. They're called Castilian Gray (V-426) and Roman Beige (V-427). Size: 9x9". Thicknesses: 1/16", 3/32" and 1/8".—Azrock Prods. Div.

Circle No. Y54 on reply card, p. 125

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guarantee of  
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### No. 1175 single-track drawer slide

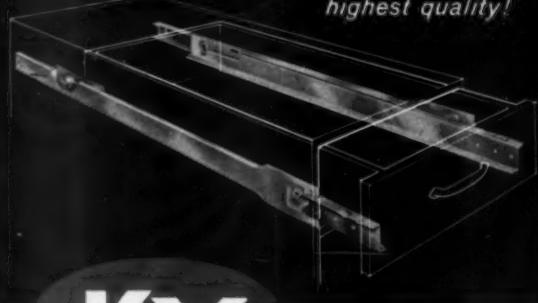
A new low-cost single drawer slide that's superior to most double track slides. Recommended for 35 to 50 lb. load. Fits any length or width drawer. Bright zinc electroplated finish; extra-large Teflon Roll-ezy bearings. Standard track length: 22 $\frac{1}{2}$ ".

**KNAPE & VOGT MANUFACTURING CO.**

Grand Rapids, Michigan

## Low cost • sturdy • easy to install

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### No. 1100 lightweight drawer slide

Ideal for kitchen and other home cabinets, available in standard package complete with screws and easy-to-follow instructions. Recommended for loads up to 50 pounds. Bright, zinc-plate finish. Smooth operation for life guaranteed by  $\frac{1}{4}$ " nylon rollers.  $\frac{1}{2}$ " clearance needed each side of drawer. Stock sizes: 18 to 23 inches.

**KNAPE & VOGT MANUFACTURING CO.**

Grand Rapids, Michigan



# The measure of Success

CALL COLLECT



## COMPARE

**SIZE:** DIGS FROM 4" TO 16" WIDE AND UP TO 6' DEEP

**COSTS:** AS LITTLE AS 2¢ PER FOOT!

**ABILITY:** JOB PROVEN!

**IFE:** AS HIGH AS ½ MILLION FEET!

**ASE OF OPERATION:**

See a demonstration!

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## CHARLES MACHINE WORKS, INC.

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## STAIN... OR PAINT?

Often a new home is simply painted with no consideration given to staining. Experienced builders find it pays to know the advantages and limitations of each... the effect, performance, and cost on wood surfaces inside and outside the home. Cabot's Stains, for example, answered all requirements for the home shown at the right. Here's why more and more builders are specifying ...



Builder: Eichler Homes, Palo Alto, Cal.  
Cabot's Ranch House Hues.

Architect: Pietro Belluschi, Cambridge, Mass.

## Cabot's STAINS

- Economical — ½ the cost of paints.
- Require no priming coat; are easier to apply and maintain.
- Need no thinning; surfaces need no scraping or sanding.
- Trouble-free — no cracking, blistering, or peeling.
- Penetrate deeply, dyeing and preserving the wood fibers.
- Enhance the beauty of the wood grain; leave no brush marks.
- Offer unique color effects in a wide color range.
- Grow old gracefully, may be stained or painted over later.

For best results, the best in Stains...  
Cabot's Oil-base or Creosote Stains.

### SAMUEL CABOT INC.

724 South Terminal Trust Bldg., Boston 10, Mass.

Please send brochures and color cards on Cabot's Stains.



## NEW PRODUCTS



### Decorative bathroom panels

Translucent plastic panels, for shower and tub enclosures, are decorated with such materials as leaves, butterflies, metallic threads. They are durable and easy to clean. Come in six patterns.—Panelmode.

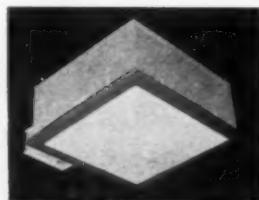
Circle No. Y55 on reply card, p. 125



### Bifold doors are nonmodular

Steel bifold closet doors come in non-modular sizes. This lets them fit many openings not suited to doors made only in 12" increments—like those found in older homes.—Republic Steel Corp.

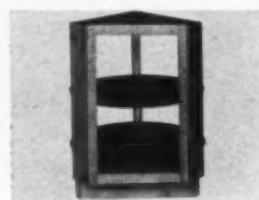
Circle No. Y56 on reply card, p. 125



### Fixtures good for any building

Park Square recessed incandescent light fixtures give a choice of three shielding elements, plus wide range of finishes. Thus, they can meet requirements of residential, commercial, institutional buildings. Sizes are 100-, 150/200- and 300-watt.—Litcraft.

Circle No. Y57 on reply card, p. 125



### Rotary cabinet-shelves

Adjusto Rotary Shelves are designed for corner kitchen cabinets. They revolve on ball bearing rollers, have no center post, adjust to any height. Available in two- or three-shelf units, in 18", 20", 24", 28" diameters.—Knappe & Vogt.

Circle No. Y58 on reply card, p. 125

### Boathtub has no seams

Feature of this porcelain-on-steel bathtub is its one-piece, seamless construction. The tub is lightweight, easily installed by one man. Available in Deluxe, Economy and Off-The-Floor Drain models.—Allianceware.

Circle No. Y59 on reply card, p. 125

# 9 reasons builders are choosing furnaces by



Hi-Boy Model

Counter-Flow Model

## WILLIAMSON

- 1 Dependable . . . No "call-backs"
- 2 Factory assembled, wired, and fire tested
- 3 10 year guarantee to the home buyer
- 4 Low cost for high quality . . . Brand name
- 5 Minimum floor space requirements
- 6 AGA seal of approval on gas units  
U.L. Approval available on oil units
- 7 Beautiful Seal-Tite® cabinet design
- 8 Designed for Williamson air conditioning
- 9 Full line of models and sizes to fit any plan

*PLUS . . . a line of distinction . . .*

### **THE GASAVER FURNACE**

... an exclusive feature for your exclusive homes.

Indoor-outdoor thermostatic control . . . two-stage burner automatically modulates to counter-balance changes in outdoor temperature. 20 year guarantee.

For Oil areas . . . Give consideration to the finest—Williamson Oilsaver for your finest homes.

#### THE WILLIAMSON COMPANY

3330-W-19, Madison Rd., Cincinnati 9, Ohio

Please send me full details on your builder-designed furnaces.

Also send details on the new . . .

"Gasaver" furnaces       "Oilsaver" furnaces

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

All Super Series Units are 22½" wide

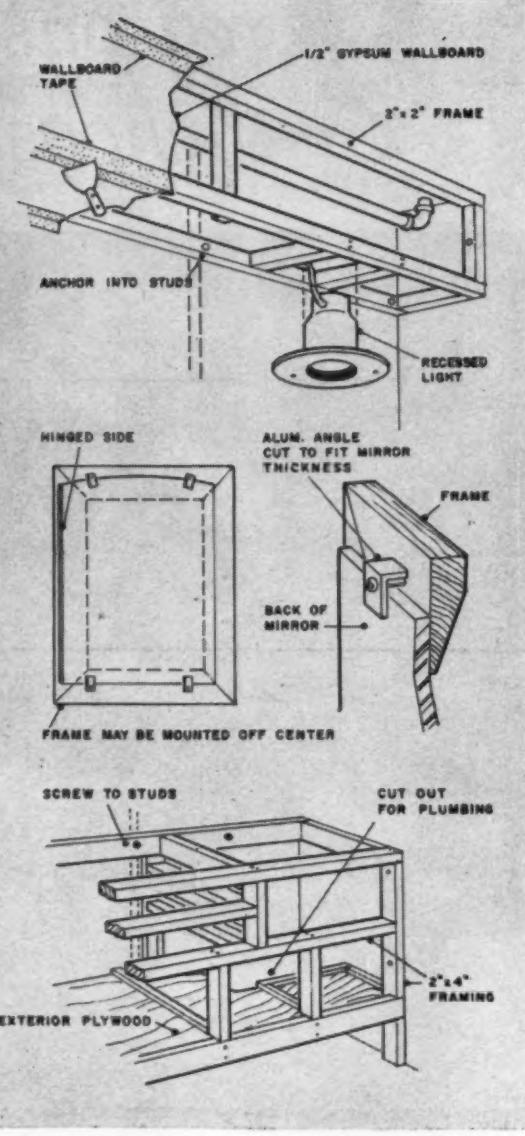
BTU	DEPTH (inches)		HEIGHT (inches)		
	HI-BOY OR COUNTER-FLOW	LO-BOY	HI-BOY	LO-BOY	COUNTER-FLOW
75,000*	25	41	62	44½	65
100,000 †	29	47	62	44½	65
125,000	32	52	62	44½	65
150,000	35	55	62	44½	65
175,000	40½	—	67	—	70
200,000	45½	—	67	—	70

\*Not available for oil fuel

†Available with direct drive blower



**BUILD THIS** French Provincial bathroom in old houses or new. Its usefulness and sales value outweigh initial cost.



photographs: Hedrich-Blessing

## Storage unit for a bathroom

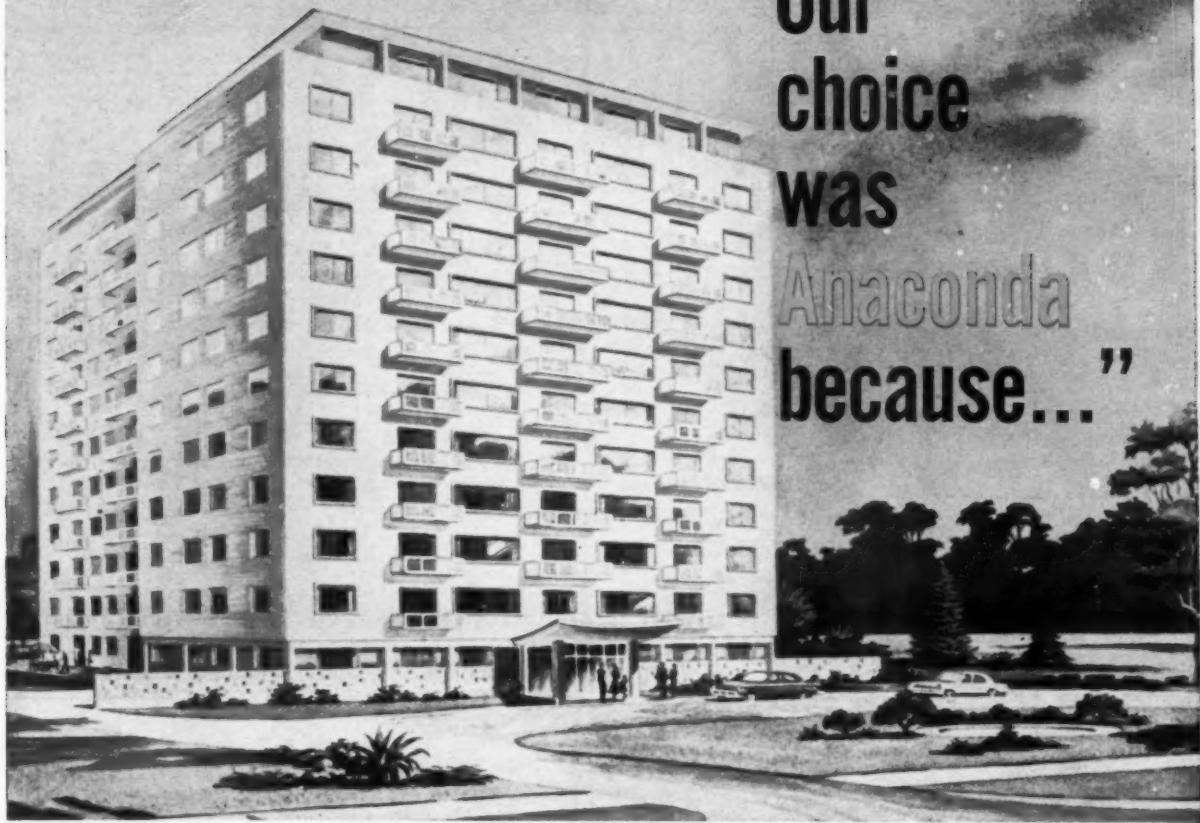
Good ideas for adding attractiveness and usefulness to a house need not be extravagant in price. Here's one, French Provincial in design, that turns any outmoded bathroom from an ugly duckling into a conversation piece and, at the same time, affords plenty of storage space for towels, linen and the hundred and one articles necessary for modern living. Designed like a custom-built piece of furniture, the chest is of birdseye maple with a marble countertop into which two oval basins are set. It would make an ideal arrangement for a "him" and "her" bath or for one to accommodate two youngsters. The overall design is supplemented by the inclusion of twin medicine cabinets, framed in the same identical wood and hinged

towards each other so that mirrors provide front, back and side views.

Spotlights, built into the soffit above each basin are practical touches. The soffit is framed with 2x2 strips and covered with gypsum wallboard. Firm support for the marble counter is provided by 2x4 frame-work. Drawers are of  $\frac{3}{4}$ " pine or hardboard with  $\frac{1}{4}$ " hardboard bottoms; front is 1" maple. The traditional design, further enhanced by shutters, paint and wallpaper adds new life to any dated house, can prove an asset to a new one. Stock brass hardware on cabinet, window and door add shining accents. Courtesy: Popular Home Magazine, United States Gypsum Co.

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**Q.** Just what is Zone Control?

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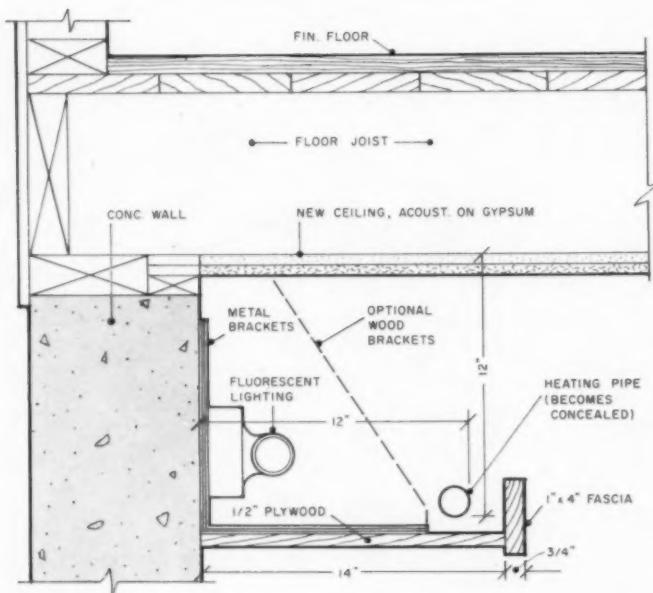
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# Ask the Experts



## Light trough hides troublesome pipe

**QUESTION:** I have a large basement, which I intend to finish. However, a 1 1/4" pipe, from the first floor baseboard heating, runs around the inside of the basement, 12" out from the walls and 12" down from the bottom of the floor joists. How can I put in a ceiling without too much expense and

without leaving the pipe exposed?  
William Schwiderski  
Sparland, Ill.

**ANSWER:** Conceal the heating pipe inside a continuous indirect lighting trough, as shown in the above drawing.

Herman H. York, A.I.A.

## Clean fireplace takes muscle

**QUESTION:** How can I remove paint from fireplace brick?

Robert Lanning  
Staten Island, N.Y.

**ANSWER:** If the paint layer is thick, chip it off with a chisel or scraper. Remove residual paint with a wire brush. If the paint layer is too thin for chipping, use just the wire brush.

These methods take a lot of elbow grease, but liquid paint removers might drive paint into the bricks, causing permanent stains.

When the paint is removed, you may find that the bricks have become discolored by efflorescence. If so, saturate the bricks with water, then, working down from the top, scrub them with a solution of one part muriatic acid to nine parts water. Then rinse.

The Editors

## Where to get lumber data

**QUESTION:** Where can I get information on selection of lumber?  
Albert J. Pelkey  
Redwood City, Calif.

**ANSWER:** You can get information on this subject by writing to the National Lumber Manufacturers Association, 1319 18th St., N.W., Washington 6, D.C.

The Editors

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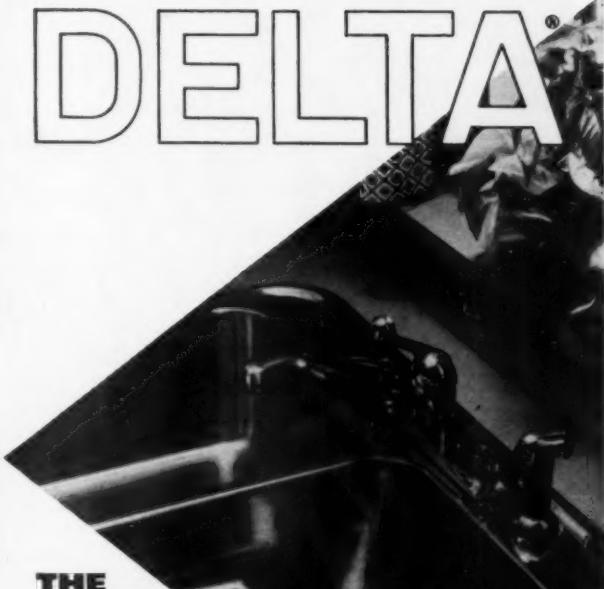
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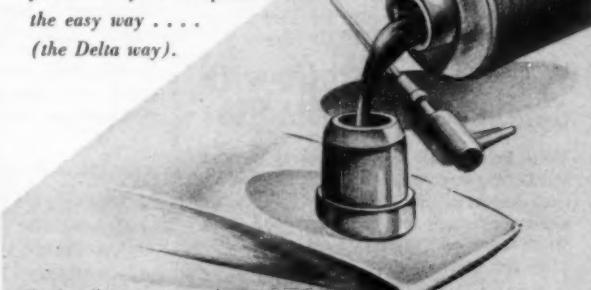
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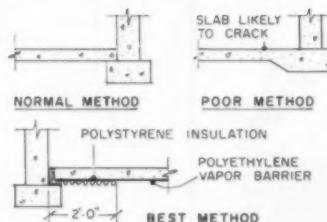
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### ASK THE EXPERTS

continued from page 142

#### Why invite future trouble?



**QUESTION:** I plan to build a 30' x 48' concrete-block house with full basement. The ground is dry clay, sloping from a few inches below first floor level at one end to around basement level at the other. There will be a fireplace pad and an elevator pit near center of the basement.

A heat pump will heat and cool the house, including basement.

Is it advisable to make basement floor, footings, fireplace pad and elevator pit in one continuous pour? Also, should I insulate under the basement slab?

Lee H. Mandeville  
Candler, N.C.

**ANSWER:** We suggest pouring slab and footings separately, in the normal manner. Reason: there's generally some settlement of the footings. If the slab is poured integral with the footings, the settlement could crack the slab. In some buildings, the footing is poured with the slab, but then the slab is made thicker and is reinforced. For slab insulation, we suggest polystyrene foam at the perimeter (see drawings, above).

George A. Kennedy & Assoc.  
Structural Engineers

#### Canvas is not a floor covering

**QUESTION:** We're building some homes with sundecks to be covered with a smooth-surface material. Would you recommend canvas?

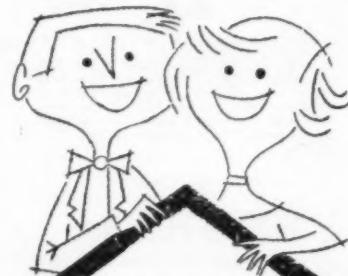
Eugene H. Ferland  
Pawtucket, R.I.

**ANSWER:** If there is to be any traffic on the sundecks, we would definitely not recommend canvas as a covering. Any sharp material would cut the surface and allow water to seep through.

Why not use a heavy built-up roof covered with a removable slatted floor? The slats would have to be waterproof, or treated with creosote before being applied.

The Editors

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Ernest R. Vick (left), Secretary-Treasurer, and Duane Lintecum (center), President, Vick-Lintecum General Contractors, Inc., North Kansas City, Mo., showing Don Bevan, their Dodge Representative, around one of their current jobs.

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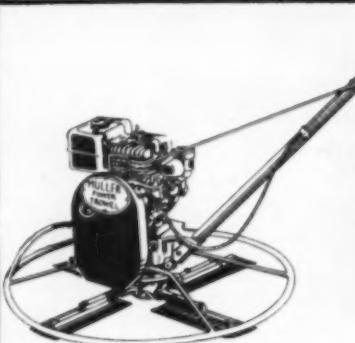
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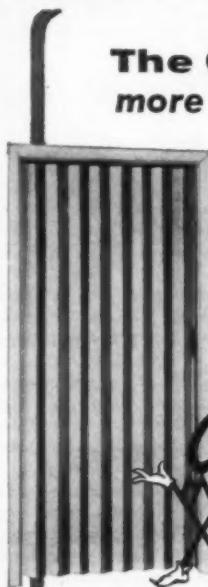
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American Builder, July 1961

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### The "sidewise" market grows in importance

AMERICAN BUILDER will prove it next month with a special report showing you how to take advantage of the opportunities in commercial and farm building. Combined, these represent a \$12-billion market—and homebuilding know-how can put you many jumps ahead in these fields. The commercial market includes both new construction of motels, bowling alleys, churches and remodeling those business buildings already in existence. The farm market looms as one of the biggest ones untapped by both builders and remodelers.

### Are you keeping up with advances in materials?

It seems that, for years, all the research manufacturers have been showing simultaneous progress. Keep up with advances in materials or you'll find yourself lagging in the race for homebuilding progress. Keep a sharp eye open to advances in plastics, aluminum, steel, and even the good old standby—wood. They spell savings in labor and material costs. Reason: It's the only way manufacturers can hope to substitute them for more conventional materials.

### There's more than one way to make a "buck"

And one important way is through trade-in housing. Next month a special report will explore new techniques which will help you benefit from this important dollar source and stimulate new house sales.

Second- and third-time buyers, who are the hottest source of new house sales, frequently can't buy a new house until, in many cases, you figure a way to take the old one off his hands. AB's report will explore: (1) new FHA trade-in rules that can benefit you; (2) things to remember if you're about to embark on a trade-in program; (3) trade-in plans that can make work and profit for you.

### IN SEPTEMBER:

- **Breaking the code barrier**—This special report will tell you what you can do towards bringing about code reform.
- **How utilities help you sell**—This special report will show the role utilities can play in boosting your house sales.



New home . . . old charm! Floor of this bedroom-bath created in pegged planks of Kentile Custom Cork in 4", 6" and 8" widths. Russet Wall Base is easy-cleaning Vinyl KenCove®.

**HOW TO CLOSE IN ON CLOSINGS!** Start with a brilliant new idea in flooring—Kentile Custom Cork (in pegged planks) that cleans as easy as vinyl. It's got all of cork's comfort and quiet . . . plus . . . crystal-clear polyurethane resin, for the toughest floor finish ever! Can you think of a better floor to build confidence in your homes . . . convince prospects your building ideas, materials, and construction are the finest? And remember—with Kentile quality, you eliminate costly call-backs . . . have the opportunity to create distinctive flooring designs in your model homes. Better talk to your flooring contractor today.

**CASH IN ON THE BIGGEST ADVERTISING IN THE TILE BUSINESS!** Why let Kentile Floors' outstanding consumer acceptance go to waste? We keep it building—through steady advertising in **HOUSE & GARDEN**, **LOOK**, **SATURDAY EVENING POST**, plus 13 other leading national magazines . . . as well as Magazine Sections of 324 Newspapers.

**KENTILE FLOORS**

There's a Kentile® Floor for every home, in every price range. Over 200 decorator colors in 5 types of resilient tile.

**Exposed 5 YEARS  
to rain, snow, sun,  
steam, soot**



(An actual  
unretouched  
photograph)

and still this  
*National* zinc-plated  
hardware is GOOD as NEW!

This weathered board with safety hasp remained *for 5 years* on the boiler room roof of the *National* factory. The hardware was exposed to rain, snow, ice—all the elements—*plus* soot and steam from the boiler room. Notice how the *National* zinc-plated hasp came through this grueling test with no trace of rust.

Pick up and examine any piece of *National* zinc-finished hardware . . . notice that "rainbow" appearance? This is due to a special chromate dip that *National* uses during the plating process to double the life of the protective zinc finish.

This special chromate dip is another example of the hidden-quality built into *National* hardware . . . another good reason for you to specify "*National*"—the quality hardware you can hang your reputation on.



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